

# 2025 ANNUAL REPORT

Reflecting on our journey,  
Crafting our future.

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# A Note from Liz



**Liz Farmer,  
Founder and  
Director**

This year reminded me - again - that families don't stop needing support just because the baby arrives. In fact, that's often when things get the hardest.

At Portland New Family Fund (PNFF), we spend a lot of time in the unglamorous but deeply important spaces: on the phone with insurance companies, explaining doula care for the hundredth time to a provider, connecting exhausted parents to someone who will actually show up, and pushing systems to do better than they currently do. It's not flashy work, but it changes lives. In 2025, PNFF spent hundreds of administrative hours becoming a "billing hub" so we could bill Medicaid for doulas. We are thrilled at how much that has gotten birth and postpartum doula care to even more families in Oregon.

I am endlessly grateful to our doulas, partners, donors, and staff who keep showing up with compassion, persistence, and a sense of humor (essential when navigating Medicaid portals). Because of you, families have real support during one of the most vulnerable moments of their lives, and that matters more than I can put into words.

Thank you for believing that birth and postpartum care is not a luxury, but a necessity. I'm so proud of what we're building together.

With gratitude,

Liz

# What PNFF Does



## **PNFF operates at two levels simultaneously:**

1. **Direct support** - connecting families to birth doulas, postpartum doulas, and lactation care.
2. **Systems change** - making insurance coverage real through education, navigation, billing infrastructure, and policy work.

## **Why This Works**

- Families get care they were entitled to but couldn't access
- Doulas get paid and stay in the field
- Clinics and insurers are forced to make coverage real
- Donor dollars unlock far more care through public insurance

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# Client Stories

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\*some names are changed for privacy



When Sofia gave birth at Randall Children's Hospital, she left with a healthy baby but no one to check in on her recovery. Mary, the hospital social worker, remembered the PNFF training she'd attended and immediately called PNFF. Within 48 hours, Sofia was paired with a doula, who helped her navigate postpartum recovery, breastfeeding, and sleepless nights. Thanks to PNFF, Sofia didn't just go home, she went home with support, and Mary knew every mom after her would too.



When Isabelle came in for her newborn's first checkup at Randalls Children Clinic, she was exhausted, recovering from a C-section, and unsure how she'd manage at home. Pediatric social worker Ana, who had built a relationship with PNFF through PNFF's outreach efforts, referred Isabelle immediately. Within a week, Isabelle was meeting with her doula, who helped her with nighttime feeds, diapering tips, and emotional support. What began as a routine clinic visit became a lifeline for both Isabella and her baby, Mateo.

# PNFF Doula Care Numbers for 2025



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Number of Referrals **150 +**

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Total Hours of  
Postpartum Support **637**

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Number of Postpartum/  
Lactation Visits **128**

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Families Served **70 +**

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Birth Doula Clients **10**

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# PNFF Referral Stats for 2025



Number of Social Workers and Providers  
Who Make Referrals to PNFF

**41**

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## Who refers families to PNFF?

1. Oregon Health and Science University (OHSU)
2. OHSU NICU (Neonatal Intensive Care Unit)
3. Randall Children's Clinic
4. Legacy Midwifery Group
5. Providence
6. Legacy Maternal-Fetal Medicine Group
7. Legacy NICU
8. And more!

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# Client Stories

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When Maya, a new mom who'd had her baby at OHSU, left the hospital after giving birth, she was overwhelmed, exhausted, and unsure where to turn for help.

Social worker Carla, knew about PNFF and referred Maya immediately. PNFF stepped in to make the connection seamless. Maya was matched to her doula, Elena, based on her needs and personality, and PNFF staff acted as the liaison, helping Maya and Doula Elena communicate, checking in to make sure visits went smoothly, and supporting Elena when Maya's mood made certain visits challenging.

When it became clear that Maya could benefit from therapy, PNFF coordinated with Social Worker Carla to secure a referral to a therapist, who specializes in postpartum care. PNFF also helped Maya access in-home lactation support from a lactation consultant, covered by her Medicaid plan, so she didn't have to make extra trips to the OHSU lactation clinic.

Behind the scenes, PNFF handled the administrative hurdles as well. When Medicaid initially denied Doula Elena's visits (a common occurrence) PNFF fought the denial on the doula's behalf so she could focus on caring for Maya instead of paperwork. Thanks to this support, Maya received continuous, coordinated care for her body, mind, and baby, while Elena was fully supported and paid for her doula work.

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# Systems Work 2025

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## Outreach and Engagement

In 2025, PNFF staff were invited into Randall Children's Clinic to visit newborn patient rooms weekly and speak directly with new moms and parents about their Medicaid postpartum doula benefit. This marked a major step forward in our outreach and engagement work, addressing one of the biggest barriers to care: many Medicaid parents simply don't know the benefit exists or how to access it. We are honored to be a trusted partner of the Randall Children's Clinic staff and to support their patients during this critical postpartum period.

## Postpartum Doula Policy

In 2025, PNFF actively engaged in implementing the Momnibus bill, which expands birth and postpartum doula coverage across commercial insurance and Medicaid. Our Director, Liz Farmer, serves as Policy Chair for the Oregon Doula Association and is deeply involved in shaping this policy to ensure families can actually access the care, which will take the next several years to implement.



## NICU Study

PNFF is partnered with OHSU on a study examining the impact of postpartum doula care for families with babies in the NICU. In 2025, our team traveled to New Orleans to present early and ongoing findings at the Postpartum Support International conference, sharing emerging evidence on how postpartum doula support improves outcomes for parents navigating intensive neonatal care. We are excited to continue this important research throughout 2026.

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# Latinx Postpartum Navigator Program

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From January through September 2025, PNFF's Oregon Parenting Education Collaborative/Build Your Nest grant made it possible to launch our **Latinx Postpartum Navigator** program, creating more humane, culturally responsive postpartum care for Latinx families. Through this program, **we trained and certified 11 doulas** to become postpartum navigators, building skills in benefits navigation, care coordination, and advocacy. **Not only was the training free for the navigators, the grant also covered a stipend for them to do the training**, making it more accessible and sustainable to the doulas who took the training.

One new mom shared that after weeks of unanswered calls and missed appointments, her navigator, an experienced, Spanish-speaking doula, sat with her, **made the calls together, scheduled her postpartum and mental health appointments, and connected her to lactation support in a single afternoon**. For families like hers, having a trusted guide who understood both the healthcare system and their lived experience reduced stress, prevented care delays, and restored a sense of dignity during an already fragile time.

By investing in these doulas, the grant didn't just support individual families - it strengthened the Latinx doula workforce in Portland and ensured more families can access compassionate, culturally grounded postpartum support long after the grant period ended.

# Looking ahead to 2026



Looking ahead to 2026, PNFF is energized to continue what we do best: directly serving families and doulas with thoughtful, responsive care while deepening the systems work and research that make this care sustainable and equitable. We'll keep showing up for parents in the postpartum period, supporting doulas in their work, and pushing on the policies and infrastructure that too often fail families. And beyond that, there's more ahead - new ideas, new partnerships, and exciting developments we can't wait to share!

## Substance Use Disorder Training for Doulas

PNFF received a 2026 substance use disorder training grant from the Oregon Community Foundation to train doulas to support families affected by substance use. With overdose remaining one of the leading causes of maternal death in Oregon, this work is critical to building a doula workforce equipped to provide informed, compassionate care to families who need it most.

## Expanding to Rural Oregon

In 2026, PNFF is expanding its vital services into rural Oregon, where many families live in obstetric deserts with limited or no access to maternity and postpartum care. By extending doula support beyond urban centers, PNFF is helping close critical gaps in care, reduce isolation, and ensure families receive support during pregnancy and the postpartum period — regardless of geography.

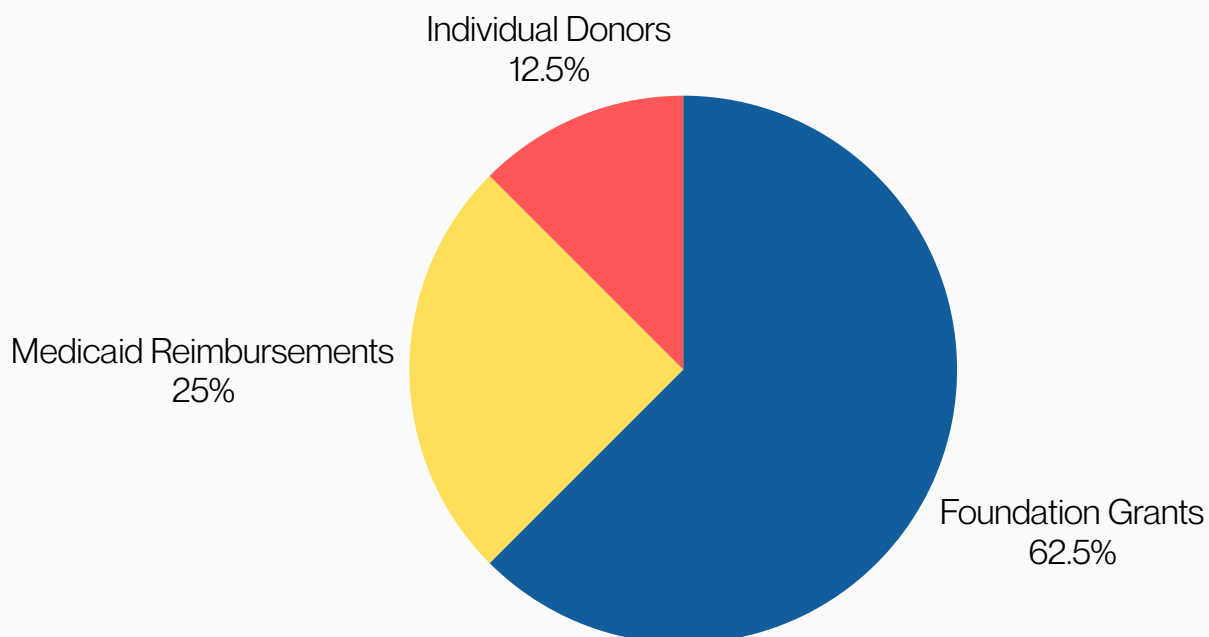
# Who Makes Our Work Possible

Every dollar donated:

- Directly funds care **or**
- Removes structural barriers preventing families from accessing care at scale

PNFF turns generosity into support for mamas, parents and babies.

## 2025 GRANT AWARDS AND DONORS



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# Join Us!



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## *Portland New Family Fund*

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