



CCM Annual Report

Prepared by
***Costalegre Clinica de Maternidad and
Birth Matters Foundation, Inc.***

2025



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Letter from the Director



The year 2025 marks a defining milestone in the evolution of Costalegre Clínica de Maternidad. After three years of planning, regulatory navigation, construction, and community partnership, we opened our permanent clinical facility in October — establishing the first nonprofit, midwife-led maternity clinic serving the coastal region of Jalisco.

This achievement represents more than the completion of a building. It reflects the creation of sustainable maternal health infrastructure in a region where access to respectful, evidence-based care has historically been limited.

Throughout the year, even before our doors officially opened, our team delivered prenatal, birth, postpartum, and educational services through provisional and mobile settings, maintaining continuity of care under constrained conditions.

In the final months of 2025, we welcomed families into the new clinic space — a moment that transformed years of vision and investment into lived experience. The facility now provides an integrated setting for midwifery-led maternity care, gynecology, pediatrics, and community education, positioning CCM for long-term regional impact.

Importantly, 2025 was also a deliberate capital investment year. Philanthropic support from our operating foundation, Birth Matters Foundation, Inc., was strategically deployed to construct and equip permanent clinical infrastructure designed to serve the Costalegre region for decades to come. As Mexico advances new regulatory pathways recognizing professional midwifery, CCM stands among the early facilities aligning with this emerging framework, contributing to broader systems-level progress.

We enter 2026 with foundational infrastructure complete, an expanded interdisciplinary team in place, and clear operational priorities for growth. Our focus now shifts toward scaling services responsibly, strengthening regional partnerships, and advancing integrated obstetric surgical capacity to further enhance safety and continuity of care.

This progress has been made possible through the trust and partnership of early supporters who believed in the importance of building durable maternal health systems. We are deeply grateful for that confidence and look forward to the next phase of this work.

With appreciation,

Nicole Werner, PhD, CPM

Director General, Costalegre Clínica de Maternidad

President, Birth Matters Foundation, Inc.

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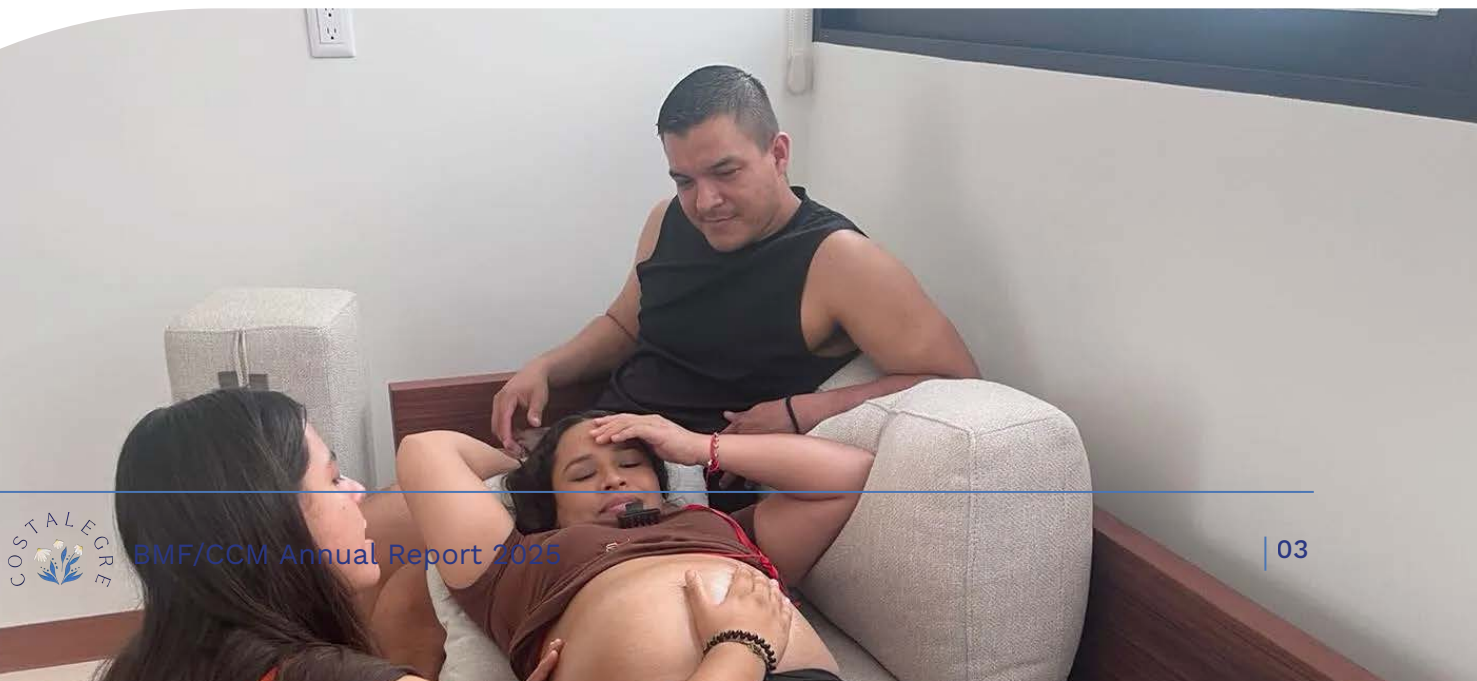
Mission

The mission of Costalegre Clínica de Maternidad is to provide free or low-cost, evidence-based, midwifery-led care to families in the Costalegre region of Mexico, where access to respectful and skilled maternity care is limited. We are committed to ensuring that all individuals—regardless of economic background, geographic location, or social circumstance—receive high-quality prenatal, birth, and postpartum services that honor the dignity, autonomy, and cultural traditions of each family. Our holistic approach, led by midwives and supported by a multidisciplinary team of healthcare professionals, integrates clinical care with health education, preventive services, and community outreach. By fostering trust, safety, and empowerment, we aim to improve maternal and infant health outcomes, strengthen family well-being, and contribute to the long-term health resilience of the communities we serve.

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Vision

Our vision is a future where every woman and infant in Mexico can experience safe, respectful, and empowering maternity care, regardless of their circumstances. We envision midwifery-led, evidence-based services—family-centered, affordable, and accessible—becoming the standard of care, reducing preventable maternal and neonatal deaths and ensuring healthier beginnings for generations to come.



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Financial Information

Overview

The 2025 fiscal year represented a capital investment and infrastructure build phase for CCM. While clinical services were delivered on a limited basis throughout the year and facility-based care began in mid-October, the primary financial activity in 2025 focused on the construction, outfitting, and capitalization of a permanent maternity clinic designed to serve the Costalegre region for decades to come.

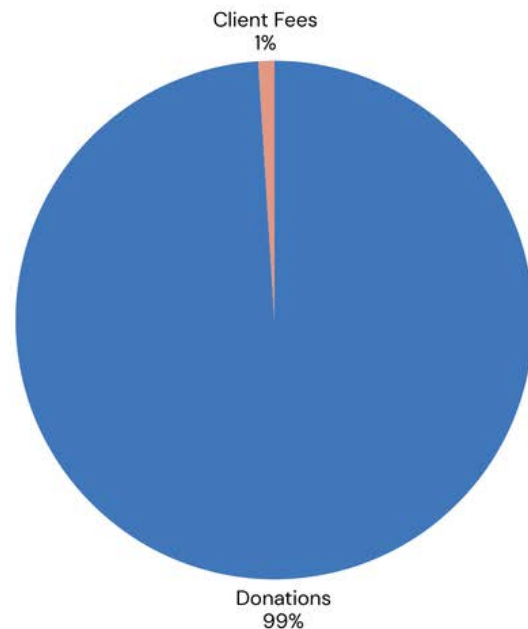
Total income for the year was approximately \$1.45 million USD, driven overwhelmingly by philanthropic donations. Rather than being consumed by annual operating costs, the majority of these funds were intentionally deployed toward long-term physical assets, including construction, furnishings, and medical equipment.



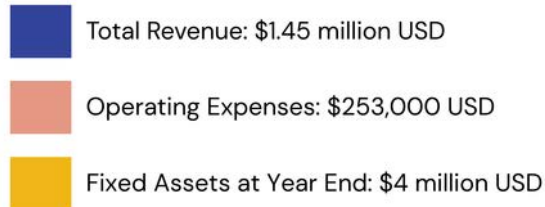
Revenue Composition

In 2025, CCM generated approximately \$1,450,000 USD in total revenue. The vast majority of income came from donations, and a small amount was generated from client fees.

This revenue profile reflects CCM's early-stage development model, in which philanthropic capital was required to finance infrastructure before full-scale clinical operations could begin.



Operating Expenses vs. Capital Investment



The 2025 fiscal year was capital-intensive, with the majority of revenue allocated to long-term physical assets, including construction, furnishings, and medical equipment. Infrastructure investment positions CCM for sustained service delivery and lower long-term facility costs. The facility was constructed without long-term construction debt.

Total operating expenses in 2025 were approximately \$253,000 USD, covering personnel, medical supplies, professional services, rent, utilities, insurance, transportation for client care, and administrative costs. These expenses supported limited service delivery, staff retention, regulatory compliance, and organizational readiness during a phased launch year.

By contrast, the organization's primary financial activity in 2025 was capital investment.

As of December 31, 2025, CCM's Balance Sheet reflects approximately \$4.0 million USD in fixed assets, including:

- Construction in progress: ~\$3.10 million
- Furnishings and fixtures: ~\$398,700
- Medical equipment: ~\$42,600
- Office equipment and vehicles: ~\$42,200

CCM now owns a fully built maternity facility free of construction debt. This debt-free position strengthens long-term financial sustainability and reduces fixed operating risk.

Construction costs encompassed labor, materials, electrical, plumbing, roofing, carpentry, flooring, and other essential systems required to meet regulatory standards and ensure safe clinical operations. These investments transformed donor funds into a fully built, licensed, and operational healthcare facility.



Financial Interpretation for Funders

The 2025 financials should be understood as the conversion of philanthropic capital into durable public health infrastructure. Rather than funding short-term programmatic outputs alone, early donor support enabled:

- ◆ Construction of a permanent maternity clinic
- ◆ Acquisition of medical equipment and furnishings
- ◆ Establishment of regulatory-compliant clinical systems
- ◆ Long-term cost containment by owning, rather than leasing, core infrastructure

This approach positions CCM to deliver care more efficiently, affordably, and sustainably in future years, while reducing long-term dependence on annual fundraising for basic operating capacity.

As CCM transitions into 2026, financial emphasis will shift from capital construction to service delivery, staffing, and care subsidization, with the clinic's core infrastructure already in place.

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2025 Highlights



In October 2025, Costalegre Clínica de Maternidad officially opened its clinical space after three years of design, licensing, and construction—a milestone that marked the realization of a vision born from collaboration, perseverance, and community trust.

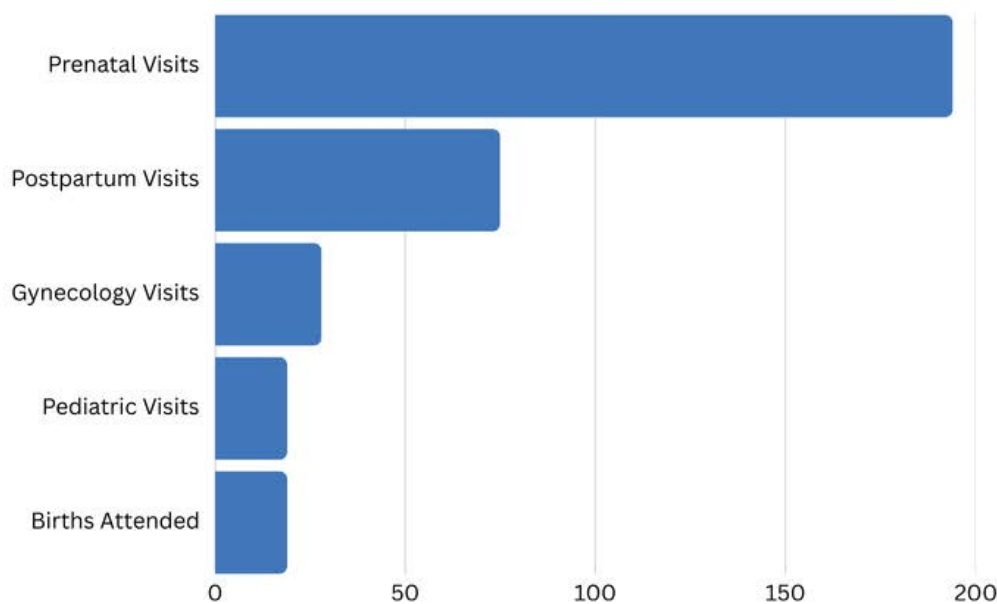
The opening represents far more than the completion of a building; it signifies the creation of a safe, welcoming space where women and families can receive high-quality, respectful care close to home. Every aspect of the facility was designed with intention—to reflect the values of dignity, privacy, and cultural respect that guide our model of care.

The first floor of our clinic features four private birth suites, each equipped for natural and emergency care, blending comfort with safety. Consultation rooms support ongoing prenatal, postpartum, pediatric, and gynecological services. The not-yet-completed second floor has 3 apartments for staff, and the third floor will house a dedicated prenatal education space for hosting classes on childbirth preparation, breastfeeding, and newborn care. This space will also serve as a community meeting area - a gathering point for outreach activities, professional trainings and public health events, reinforcing our role as both a clinical and educational hub for the region.

Following the opening of our facility in October 2025, Costalegre Clínica de Maternidad is currently in the process of obtaining formal licensure as a midwifery center under Mexico's newly enacted midwifery law, passed in October 2025. This landmark legislation establishes, for the first time, a clear regulatory pathway for licensed, midwifery-led birth centers. Throughout 2025, our team has worked closely with legal advisors and health authorities to ensure that the clinic's infrastructure, clinical protocols, and staffing model align with the requirements of this new regulatory framework. We anticipate completing the licensing process in 2026, positioning CCM among the first facilities in the country to operate under this new legal recognition of professional midwifery care.

Service Utilization

Despite operating without a permanent facility for most of the year and with a reduced midwifery workforce in the second half of 2025, CCM delivered essential maternal, reproductive, and pediatric health services across the Costalegre region. These data reflect phased implementation during a capital construction year and demonstrate sustained community demand under constrained operating conditions.



Data reflect phased operations. Facility-based care began October 2025.

Service Volume and Reach

In 2025, CCM provided:

- ◆ 194 prenatal visits, serving pregnant clients across the full continuum of pregnancy care
- ◆ 75 postpartum visits, supporting recovery, breastfeeding, and early parenting
- ◆ 60 informative sessions, reflecting strong demand for our services
- ◆ 12 group classes, delivered primarily in the latter half of the year
- ◆ 19 gynecology appointments and 28 pediatric appointments, almost all occurring after the clinic opened
- ◆ 19 attended births, including home births, planned hospital births, and births in the clinic following opening

From January through July, services were delivered by a three-midwife team. From August through December, staffing was reduced to two midwives, limiting total service capacity. Facility-based operations began in mid-October, shifting care delivery from provisional and mobile settings to an integrated clinic model.

Impact of Facility Opening and Team Expansion

The opening of the CCM facility marked a clear operational inflection point. Following October launch:

- ◆ Monthly visits increased across service lines
- ◆ Pediatric and gynecologic services expanded following onboarding of part-time specialists
- ◆ Group education became consistently feasible
- ◆ Care delivery stabilized within a fixed, regulated clinical setting

The fourth quarter demonstrated measurable acceleration in utilization, confirming latent demand for accessible, midwifery-led care in the region.

Clinical Safety and Referral Patterns

CCM maintained structured risk screening and referral protocols throughout the year. Transfers included:

- ◆ 4 antepartum transfers
- ◆ 3 intrapartum transfers
- ◆ 0 postpartum transfers

All transfers were executed in accordance with established clinical criteria and in collaboration with regional hospitals.

There were zero maternal deaths, zero neonatal deaths, and no cases of severe maternal morbidity among clients served in 2025.



Interpretation for Funders

2025 should be understood as a systems-building year rather than a full-capacity service year. Infrastructure constraints and workforce limitations capped maximum output. Even so, utilization increased steadily, with pronounced acceleration following facility opening.

These data demonstrate:

- ◆ Documented community demand
- ◆ Safe care delivery under constrained conditions
- ◆ Operational readiness for scaled service delivery

As CCM enters its first full year of facility-based operations with an expanded interdisciplinary team, 2025 figures represent a conservative baseline rather than long-term capacity.

Expected Impact

With a full year of facility-based operations and an expanded interdisciplinary team, Costalegre Clínica de Maternidad anticipates serving approximately 450–500 clients annually across prenatal, birth, postpartum, gynecological, pediatric, and community education services.

At projected capacity, CCM expects:

- ◆ Approximately 120–180 births annually
- ◆ Greater than 85% vaginal birth rate among appropriately screened, low-risk clients
- ◆ Fewer than 2% emergency transfers requiring higher-level care

These projections align with international benchmarks for midwifery-led care models serving low-risk populations and reflect CCM’s commitment to evidence-based, risk-appropriate clinical practice.

Outcomes and Accountability

To ensure continuous quality improvement and transparency, CCM will systematically collect and analyze:

- ◆ Maternal and neonatal morbidity and mortality indicators
- ◆ Mode of birth and intervention rates
- ◆ Transfer and referral patterns
- ◆ Breastfeeding initiation and postpartum follow-up rates
- ◆ Client satisfaction and experience metrics

These data will guide internal quality improvement processes, inform staffing and operational planning, and support transparent reporting to funders, regulatory authorities, and community stakeholders.

Regional Impact

By maintaining high-quality, midwifery-led services close to home, CCM aims to:

- ◆ Reduce delays in accessing skilled maternity care
- ◆ Decrease unnecessary surgical intervention among low-risk populations
- ◆ Improve continuity of care across prenatal, birth, and postpartum periods
- ◆ Strengthen regional capacity under Mexico's newly established midwifery regulatory framework

As operations stabilize and scale, CCM will generate locally relevant outcome data to contribute to broader conversations around midwifery integration and maternal health system strengthening in Mexico.

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Short Term Goals



Costalegre Clínica de Maternidad is committed to laying a strong foundation for sustainable growth and enhanced community impact over the next 1-2 years. Key strategic priorities include:

Clinic Launch and Service Expansion:

Following the successful opening of our first brick-and-mortar clinic in October 2025, the immediate focus shifts to sustaining operations. This includes ensuring that all facilities and equipment remain fully functional, staff are supported and continually trained, essential medical supplies are maintained, and services run smoothly. Expanding care—such as prenatal, postpartum, and well-woman services remains a priority, ensuring that the Costalegre region has consistent access to comprehensive maternity care.

Community Engagement and Education:

We will strengthen our community education programs, offering regular workshops on prenatal health, birth preparation, postpartum care, breastfeeding, and reproductive health. We aim to build strong community relationships, ensuring that women are aware of the clinic's services and feel empowered to make informed decisions about their health.

Financial Stability and Fundraising:

Advancing financial sustainability remains a strategic priority. This includes increasing revenue from services and securing additional funding through grants, partnerships, and donations. We plan to host a series of fundraising events and campaigns to raise awareness and support for the clinic's mission.

Construction of a Surgery Center:

To ensure that our clients have access to life-saving surgeries, our goal is to purchase land near the clinic and build a small surgical center. We will also need to recruit staff for the center.

Partnership Development:

Establishing collaborations with local hospitals, healthcare providers, and international organizations will be crucial to offering comprehensive care and ensuring access to emergent and non-emergent services when needed. We aim to solidify referral networks with regional healthcare facilities to support women who may require higher levels of medical intervention.

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Long Term Goals

The long-term vision for Costalegre Clínica de Maternidad is to become a model for compassionate, evidence-based, and culturally respectful maternity care throughout the region. Key aspirations include:

Expanding Services and Reach:

Over the next 3-5 years, we plan to expand the clinic's services to include more specialized care, such as family planning, mental health support, and neonatal and pediatric services. Additionally, outreach programs will be developed to reach women in more remote areas of the Costalegre region, ensuring that no family is left without access to quality maternity care.

Training and Professional Development:

The clinic aspires to be a center for midwifery education, offering training programs for Mexican midwives. By fostering the next generation of midwives, we hope to strengthen the midwifery model of care in Mexico and contribute to the global effort to improve maternal and infant health outcomes.

Influencing Policy:

In the long term, we envision playing a role in advocating for changes in public health policy that recognize and integrate midwifery as a viable and essential part of the healthcare system in Mexico. By demonstrating the effectiveness of midwifery-led care, we aim to inspire broader acceptance of this model across the country.

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Strategic Expansion: Development of Obstetric Surgical Capacity



As CCM transitions from infrastructure development to scaled clinical operations, a key next phase of growth involves strengthening regional access to timely obstetric surgical care.

The Costalegre region currently relies on referral hospitals located outside the immediate service area for cesarean delivery and other urgent obstetric procedures. While collaborative referral relationships exist, geographic distance and system-level constraints can introduce delays in time-sensitive clinical situations. Expanding local surgical capacity represents an important step in enhancing regional maternal health resilience.

CCM has initiated plans to develop a small, dedicated surgical center adjacent to the maternity clinic. The proposed center would provide:

- ◆ Emergency obstetric surgical care when clinically indicated
- ◆ Scheduled cesarean sections for women who require operative delivery
- ◆ Integrated perioperative services within a coordinated midwifery-led model

The intent of this expansion is not to replicate full hospital services, but to strengthen continuity of care and reduce transfer-related delays for obstetric patients within a clearly defined scope of practice.

Infrastructure Milestone

A significant foundational step has already been achieved. Stiftung Amaari provided funding for land acquisition for the future surgical facility, securing the site for this next phase of development.

CCM is now seeking additional philanthropic partnership to support:

- ◆ Architectural planning and regulatory approvals
- ◆ Construction of a compliant operating suite
- ◆ Procurement of surgical and anesthesia equipment
- ◆ Recruitment of specialized clinical personnel

Systems Integration and Long-Term Impact

The addition of localized obstetric surgical capacity will:

- ◆ Strengthen emergency preparedness within the maternity program
- ◆ Improve coordination between midwifery and surgical services
- ◆ Provide scheduled operative care in a stable, patient-centered environment
- ◆ Increase regional capacity for safe, risk-appropriate maternity care

By integrating midwifery-led services with appropriately scaled surgical capability, CCM is building a coordinated maternity system tailored to rural and semi-rural regions of Mexico.

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Meet the Team



Nicole Werner,
General Director

Dr. Nicole Werner is a Certified Professional Midwife and the Founder and Director of Costalegre Clínica de Maternidad. She holds a PhD in Child Psychology and previously served as an Associate Professor of Human Development at Washington State University. After more than 15 years in academia, she transitioned to midwifery to combine her expertise in family development with hands-on maternal care. Today, she leads a multidisciplinary team providing evidence-based, compassionate maternity care and advancing midwifery integration across Mexico.



Azul Gomez,
Clinical Director

Azul is a Mexican midwife and the Clinical Director of Costalegre Clínica de Maternidad, dedicated to providing respectful, evidence-based, and woman-centered care. She has since trained and practiced in diverse settings across Mexico, including home births, birth centers, and hospitals, collaborating effectively with interdisciplinary teams. Azul is recognized for her leadership, advocacy, and commitment to collaboration, and believes that midwifery is one of the most profound and human ways to support women through the processes of birth and motherhood.



Pilar Victoria Rosique
Midwife

Originally from Cárdenas, Tabasco, Pilar grew up immersed in both allopathic and traditional medicine, sparking a lifelong passion for maternal health. She studied Historical Anthropology at the University of Veracruz, conducting fieldwork with midwives in rural and Indigenous communities before training as a Professional Midwife at Maternidad La Luz in El Paso, Texas. Since graduating in 2017, she has practiced midwifery across Mexico, integrating evidence-based care with traditional knowledge and collaborating with organizations such as the Mexican Midwifery Association and the International Confederation of Midwives.



Mariana Esparza
Midwife

Mariana Esparza is a Professional Midwife with extensive experience in maternal and neonatal health. She has worked with the Secretary of Health in Chihuahua, providing prenatal care, childbirth support, and postpartum follow-up in both clinical and community settings. Mariana has also served in hospitals and maternal care centers, collaborating with multidisciplinary teams to promote safe and humanized birth practices. She is eager to contribute her skills to a project that aligns with her values of respectful, compassionate, and community-centered maternity care.



Fernanda Gomez
Nurse

Fernanda Gómez holds a Bachelor's degree in Nursing and has over four years of professional experience in maternal health. She is part of the care team at Costalegre Clínica de Maternidad, providing comprehensive support to women through pregnancy, birth, and postpartum in collaboration with professional midwives. Her practice is grounded in respect, empathy, and clinical excellence, with a strong commitment to continuous improvement and humanized, culturally sensitive care.



Juan Gomez
Gynecologist

Juan Adolfo Valdés Lugo is a Médico Cirujano y Partero trained at the Universidad de Guadalajara and a Gynecology and Obstetrics specialist from the Universidad de Colima. He also holds diplomas in Climacteric and Menopause, Colposcopy, and Gynecological Endocrinology. He works in both the public and private sectors in Manzanillo, Colima, and collaborates with Clínica Costalegre because he believes in its mission and recognizes the region's need for accessible, specialized care for women throughout their lives.



Adriana Montoya
Pediatrician

Adriana Montoya is a pediatric physician from Mexico City and a recent 2024 graduate. Her vocation is to support children and their families with care that is warm, informed, and respectful, always focused on holistic well-being. She joined the Costalegre Maternity Clinic because she deeply believes in the transformative impact of community-based medicine. For her, it is a privilege to be part of a project that nurtures, strengthens, and uplifts the community.



Alejandra
Marketing Specialist

Alejandra is a graphic designer from the Juárez–Chihuahua border with a love for nature, dance, and art. She values being present and finding beauty in everyday moments. With a degree in graphic design, early training in San Luis Potosí, and over 13 years of experience in socially conscious branding, art direction, and marketing, she moved to Mexico City at age 22 to grow her career. CCM supported her through the birth of her son, and she now contributes by creating the visual identity that reflects the clinic's interdisciplinary work and human warmth.



Diamond Moseley
Fundraising Manager

Diamond Moseley is a nonprofit executive and development strategist with over a decade of experience supporting reproductive justice and health equity initiatives. Through her leadership and advisory work, she has helped design, fund, and scale community-based health programs, with a focus on maternal health access and systems-level change in underserved communities. Diamond brings expertise in grant strategy, public and private funding alignment, and organizational sustainability, supporting mission-driven organizations in translating frontline reproductive health efforts into lasting, sustainable impact.



Mariana Barba
Administrative Assistant

Mariana Barba is a psychologist with a passion for sports, the beach, and community well-being. She earned her degree in Psychology from UNIVA University in Guadalajara, completing her social service with adolescents at the DIF in Playa del Carmen and in sports psychology with high-performance athletes in Guadalajara. Mariana is inspired by the clinic's humanized birth model, its commitment to improving access to maternal health, and the dedication of the team leading this project.