



march of dimes®

march for babies®

make **babies** your business

Each year, the cost (medical, educational and lost productivity) associated with premature birth in the United States is \$26 billion. More than 20,000 companies big and small partner with the March of Dimes through March for Babies to reduce the burden and help improve the health of babies. Start your company team, get your staff involved in fundraising and leverage your customers.

top 5 reasons to march for babies

- 1 it's a **teambuilding** experience**
Participating as a company team creates a special camaraderie that carries over into the workplace and enhances company morale and loyalty.
- 2 you're in **good company****
Join business leaders in your community and across the country. Associate your company with a respected organization and a great cause.
- 3 you're a **visible leader****
Demonstrate your corporate responsibility. Be recognized as a leader who is committed to the community.
- 4 it's **good for business****
Whether your company participates regionally or nationally, you benefit from brand recognition and create interest in your products or services.
- 5 you're **helping babies****
From senior management to individual team members, everyone in your organization can feel good about supporting families and helping babies.



Henry Ford once said, 'If you think you can do a thing or think you can't do a thing, you're right.' I stepped up because I think I can. Not because I have to, but simply because I can. This is our moment, our opportunity to make a difference for families and communities. We need to be bold, we need to be organized and we need to exercise leadership. We need to get started for March for Babies!

— Troy Ruhanan
Chairman and CEO of the Americas, BBDO
National Chair, March for Babies



Kmart is extremely proud of its 29-year partnership with the March of Dimes and of our customers and associates who continually support our annual campaign to ensure that all babies get a chance for healthy lives.

— Lou D'Ambrosio
CEO and President
Sears Holdings Corporation



March for Babies within Cigna last year was a team effort, marked by enthusiasm, passion and determination. Both the number of people joining Cigna teams and the amount of money they raised increased significantly. I'm proud of that commitment and our association with the March of Dimes.

— David Cordani
President and CEO
Cigna



start your team at marchforbabies.org/teamwork

top 2011 teams

\$8 million+

Kmart Corporation*

\$4 million+

Farmers Insurance Group*

\$3 million+

Publix Super Markets, Inc.
Macy's

\$1 million+

Citi
Bank of America
Famous Footwear*
Cigna*
FedEx*

\$500,000+

AT&T
Bank of the West
Bayer HealthCare*
Pharmaceuticals
BBVA Compass
H-E-B
March of Dimes
Employees
Sanofi Pasteur*
Stripes LLC
Sutter Health
UAW
UAW/Ford Motor
Company
UnitedHealthcare
Wells Fargo & Company
Walmart

\$250,000+

ACE Cash Express
Air Liquide America LP
Alpha Phi Alpha Fraternity
Big 5 Sporting Goods
Blue Cross/Blue Shield

California Department
of Motor Vehicles
Capital One Financial
Group
Cisco Systems
FBLA - PBL
General Electric
HCA
Hess Corporation
Johnson & Johnson
KBR
Kiwanis International
Kroger
Los Angeles County
Northside Hospital
PSE&G
TCF Bank
UAW/GM
United Airlines*

\$100,000+

Airtran Airways
American Air Liquide
AMERIGROUP
Corporation
Baptist Hospital
Banner Health
BB&T
Black & Veatch
BOK Financial
Corporation
Cedars Sinai Medical
Center
Centerpoint Energy
Comerica Bank
Corpus Christi ISD
Dell, Inc.
Ernst & Young
Express Scripts
Fairview Health Services
Fifth-Third Bank

First Response*
Flextronics
Garland ISD
GM Financial
Hardin Construction
Company
Health Net
Jackson National
Life Insurance
KeyCorp
Kohl's
KPMG
Lockheed Martin
Longs Drugs
Methodist Health
System Dallas
Michelin
NorthAmerica, Inc.
Milliken & Company
Mission Pharmacal*
Morgan Stanley
Navistar
Nicor
North Shore-LIJ
Health System
Northrop Grumman
Pediatrix Medical Group
Philadelphia School
District
SONY
Southern Company
State of Florida
(City & County)
Stroller Strides
SunTrust Bank, Inc.
Tenet Health
Texas Health Resources
The Kroger Co.
U.S. Bank
Watson Pharmaceuticals
Zeta Phi Beta Sorority, Inc.

*indicates 2011 national sponsors



As an organization dedicated to helping communities, Farmers is proud to support the vital mission of the March of Dimes. The entire Farmers Family continues to back that mission through our participation in March for Babies.

— David Travers
Executive Vice President of Operations
Farmers Insurance Group of Companies



The March of Dimes is a natural partner for Sanofi Pasteur because of our mutual interest in ensuring the best health for all babies. We are proud of our association and look forward to a successful 2012.

— Damian A. Braga
President U.S. and Vice President of
the Americas, Sanofi Pasteur



United is committed to helping reduce premature birth rates and saving babies born prematurely. On behalf of my more than 80,000 co-workers, I'm proud of our long-standing tradition as the Official Airline of the March of Dimes National Ambassador Program and a national sponsor of March for Babies.

— Jeff Smisek
President and CEO
United Airlines

our national sponsors



start your team at marchforbabies.org/teamwork