



executive leadership team

Jim O'Loughlin, Chair
Michael Sheridan
Cicely Brooks
Marion Anderson
Michelle Leak
Deborah Szpila
Jenny VanRavestein
Jill Bodden
Jack Felts
Tony Zeaiter

host committee

Interested in helping to plan a fantastic 2015 March for Babies? Please contact Anna Ajluni at (904) 239-5824 or aajluni@marchofdimes.org for information on how to get involved!

Visit us!

marchofdimes.org/florida

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marchforbabies.org/event/FIRST_COAST

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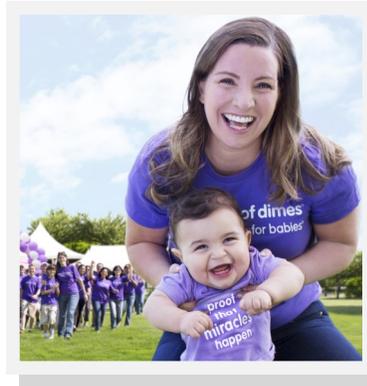


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fundraising ideas from our circle of champion



March for Babies brings together thousands of First Coast citizens to help babies. One of those participants is Michael Sheridan, and member of our Circle of Champions, who raised over \$6,000 during the 2014 campaign.

Mike has been a committed March for Babies volunteer since 2012, and has been walking with Bank of America Merrill Lynch ever since.

"My family and I are dedicated to spreading awareness and raising funds for the March of Dimes," said Mike. "They provide us with great tips and tools to make it easy. Add to that a team who shares a passion to do all we can do for stronger, healthier babies and you have what it takes to succeed."

"Our best fundraising advice is to get started with the Team Leader Guide which has tons of great information for team success. But when it comes to raising money, online fundraising at marchforbabies.org is the hands-down winner. It's so easy, and we are able to raise 3 times more than when we ask in person or only collect cash or check donations."

"It's so important to personalize your page – with your personal story and photos. People will want to give to you when they learn why you are walking. You'll be surprised to see how many people respond."

"There's also mobile apps, banners, and eCards all available to use, right from your personal dashboard. It couldn't be easier!"

"Don't forget to use social media. Post photos and videos and let people know why you are participating and ask them to donate to your campaign or to join your team. Be sure to follow the March of Dimes on Facebook and Instagram at @marchofdimesflorida and on Twitter at @marchofdimesfl too!"

These are just a few ideas, but if you need more, please don't hesitate to contact the March of Dimes office at (904) 398-2821 or email sownby@marchofdimes.org for more.

"We are so excited about March for Babies this year, and my team plans on surpassing last year's total and raising even more. I can't wait to see everyone at March for Babies for the 3-mile walk on Saturday, April 18th at EverBank Field. It's going to be a great day for stronger, healthier babies."

don't rush your baby's birth day

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Experts have learned that scheduling births a little early can cause problems. If possible, it's best to stay pregnant for at least 39 weeks. If your pregnancy is healthy, wait for labor to begin on its own.

Important brain development happens during the last weeks of pregnancy. A baby's brain at 35 weeks weighs only two-thirds of what it will weigh at 39 to 40 weeks.

Babies born after 39 weeks have fewer health problems than babies born early. They also will have an easier time feeding and staying warm.

Be informed and ask questions. If your provider talks to you about inducing labor or having a cesarean section, ask them if there's a problem with your health or the health of your baby.

If your labor is induced, chances for needing a c-section double. Sometimes induction is needed for medical reasons. If your pregnancy is healthy, it's best to wait for labor to begin on its own.

March of Dimes has a campaigning to address this issue. Support materials can be found on our website at marchofdimes.org/39weeks, where you can download our infographic, view our public service announcement, and access a week-by-week glance to track what's happening to you and your baby during pregnancy.

volunteers hit the hill to advocate for stronger, healthier babies

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Honoring 50 years of newborn screening in Florida, 50 volunteers recently meet with legislators and their staff in Tallahassee for Advocacy Day to ask them to support stronger, healthier babies.

Newborn screening is also known as the heel-stick test. It helps detect very rare but treatable genetic and metabolic disorders in newborns. Florida screens for all 32 March of Dimes recommended disorders and when detected and treated in time, newborn screening can save the lives of babies usually with something as simple as a change in their diet. More than 700 babies in Florida are detected every year with one of these disorders.

In the past 15 years more than 7,500 babies lives have been saved through this screening program. The estimated savings from detecting and treating those children in health care costs to Florida families, businesses and Medicaid is over \$48 billion. This year, Governor Scott has proposed an additional \$600,000 in the budget to help fund the three newborn screening follow up and treatment facilities in the state.

"March of Dimes Advocacy Day was overwhelmingly successful. Passionate volunteers swarmed the Capitol and created a buzz for babies that legislators couldn't ignore." said March of Dimes Florida Chapter Advocacy and Governmental Affairs Chair Leslie Dughi.

If you are interested in participating in future Advocacy Days or hearing about legislation that affects the health of women and babies, sign up for our Advocacy Network at marchofdimes.org/florida.

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March of Dimes
Northeast Florida Division
4040 Woodcock Dr., Ste. 147
Jacksonville, FL 32207
(904) 398-2821



meet the booras family

2015 march for babies first coast ambassador

Mary and Chris were so excited to become parents. They were looking forward to growing their family. In 2003, at just 31 weeks into her pregnancy, Mary went into premature labor and her oldest daughter Isabel was born weighing 2 lbs. 14 oz. In 2009, Chris and Mary's youngest daughter Olivia was born at 33 weeks, weighing 4 lbs. 13 oz.

Today, both Isabel and Olivia are happy and healthy little girls. The family is serving as the 2015 First Coast March for Babies Ambassadors to raise awareness about the March of Dimes. They are dedicated to making sure other parents don't have to experience what they had to go through with their daughters.

The Booras family thanks you for fundraising for March for Babies so that the March of Dimes can fund research and programs for stronger, healthier babies.

your reward for helping babies



Set your goal with these fundraising levels in mind. These gifts are our way to say thank you for your efforts.

Registered March for Babies participants who raise \$1,000 or more earn membership in the March for Babies Circle of Champions.

Raise	Receive
\$200	March for Babies T-shirt
\$350	\$15 gift card* and T-shirt
\$500	\$25 gift card* and T-shirt
\$1,000	\$50 gift card*, T-shirt, and Circle of Champions button and decal
\$2,500	\$125 gift card*, T-shirt, Circle of Champions button and decal, and listing on marchforbabies.org.
\$5,000	\$250 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, and a letter from March of Dimes President Dr. Jennifer Howse.
\$10,000	\$500 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, letter from Dr. Howse, and a signed print from photographer Anne Geddes.
\$20,000	\$600 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, letter from Dr. Howse, and a signed print from Anne Geddes, and a 2015 March of Dimes Commemorative Coin.

* Choice of Kmart or Macy's Gift Card