



### executive leadership team

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### 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](mailto:aajluni@marchofdimes.org) for information on how to get involved!

### Visit us!

[marchofdimes.org/florida](http://marchofdimes.org/florida)

### Join us!

[marchforbabies.org/event/FIRST\\_COAST](http://marchforbabies.org/event/FIRST_COAST)

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## thank you for raising money - and hope - for babies!



When you participate in March for Babies, you give hope to nearly half a million babies born too soon each year. The money you raise supports programs in your community that help moms have healthy, full-term pregnancies. And it funds research to find answers to the problems that threaten our babies. We've been walking since 1970 and have raised an incredible \$2.3 billion to benefit all babies.

This year, 3 million people will join their family, friends and colleagues in nearly 700 communities across the nation. No matter if this is your first year or your 25th, you can expect the event to be fun, compelling, and rewarding.

The money you raise in March for Babies goes to help babies and families. Thanks to wonderful volunteers like you:

- Teams of scientists from 20 different disciplines at the four March of Dimes Prematurity Research Centers - at Stanford University in California, the Ohio Collaborative, University of Pennsylvania, and Washington University in St. Louis - are working to learn what causes premature birth.
- Families are receiving comfort and information through NICU Family Support® in hospitals all across the country.
- And through our Healthy Babies are Worth the Wait® education and awareness campaign, we're spreading the message that if a pregnancy is healthy, it's best for labor to begin on its own instead of scheduling a delivery.

Your support of March for Babies makes our work possible. If you haven't started fundraising yet, now is the perfect time to start! And be sure to check out the great thank-you gifts you'll receive for your efforts.

## stop by with your donations on bank day



Come by the March of Dimes office on April 15th from 9:00 a.m. to 6:00 p.m. to drop off your donations so you can go straight to the fun on March for Babies day!

Plus, you'll also be able to pick up your T-shirt incentive if you qualify with a minimum donation of \$200 per individual fundraiser.

## raise it, wear it, love it!

We're excited to reveal the 2015 March for Babies T-shirt design. This special shirt is not for sale but it's yours when you raise \$200 in individual March for Babies donations.



Need some ideas to raise a quick \$200? Here's how you can get there in no time!

- **Log in** in to your March for Babies page and make your own \$25 contribution
- **Tweet** out to followers and challenging three of them to give you \$25
- Nudge your boss for a \$25 donation with the **email and voicemail scripts** from your personal dashboard
- Use the **Iphone** or **Android** Apps to message two friends for \$25
- Send an **eCard** to a co-worker to ask for \$25

## commemorative coin now on sale

It's been months in the making and it's finally here. You can be one of the first to get the coin that celebrates 75 years of research, education, vaccines and breakthroughs. Buy a coin for yourself, friends, or a family member.

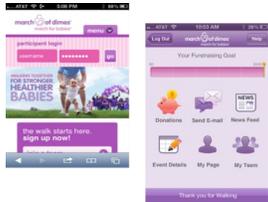
The silver dollar, authorized by act of Congress, blends the March of Dimes past, present, and future. The coin's head features a president and a scientist, Franklin D. Roosevelt and Dr. Jonas Salk, who played key roles in the March of Dimes work to conquer polio. The coin's tail is the image of a baby being cuddled in the hand of her parent, illustrating the March of Dimes dedication to the health of babies everywhere.

The March of Dimes is authorized to receive \$10 from each coin sold. Introductory pricing is available until April 13, 2015, so don't delay. Get yours today at [marchofdimes.org/coin](http://marchofdimes.org/coin).



## fun fundraising tools for you to use

When it comes to raising money, online fundraising is the hands-down winner. People who raise money online raise three times more than those who ask in person or only collect cash or check donations. It all begins at [marchforbabies.org](http://marchforbabies.org), where you can pick up many of these tools under the "Spread the Word" section or on your dashboard.



### mobile apps

Click on the Grab the App graphic on your dashboard at [marchforbabies.org](http://marchforbabies.org) or go to the App Store/Marketplace. You'll be able to update your page, send e-mails, and record donations anytime, anywhere.

### eCards

Log in to celebrate babies, invite your friends and family to support your walk or just send a smile with a free, customizable March for Babies ecard. They're free and fun, yours to share.



### Videos

March of Dimes has created videos for you to help boost your online fundraising with a video scroll through all the tools and tips, many of which we talked about today. Go to YouTube and search "March for Babies" and "March for Babies Family Teams" to see the videos which are full of helpful hints and tips!

## brilliant minds come together to solve the mystery of premature birth

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The World Health Organization has declared premature birth to be the leading cause of newborn death for children under five years old. And the United States has one of the highest rates of preterm birth of any developed country. The March of Dimes mission has never been more urgent.



No one knows why babies are born too soon. With your support, March of Dimes has created four state of the art research centers dedicated solely to discovering the cause of premature birth. This great endeavor involves hundreds of scientists from every scientific discipline. We are looking at this urgent health crisis with 'team science' approach with traditional and non-traditional methods to one day soon find the cause or causes, and one day, a cure, for premature birth."

At **Stanford University**, researchers are studying whether women who deliver early have different genetic profiles or different micro-organisms living in their bodies. Using super-computers to analyze

millions of data points may soon make it possible to predict which women are most likely to go into early labor and develop effective treatment.

Scientists at the **Ohio Collaborative** are examining the role of race and genetics. While most black women have higher rates of premature birth, Somali women have very low rates. A new study aims to find out why.

The tools routinely used to measure your heartbeat may soon be applied to visualize the contractions of the uterus. Obstetricians at **Washington University in St. Louis** have joined with cardiologists and engineers to create a window into how and why contractions occur, and how they might be stopped if they occur too soon.

Researchers at the **University of Pennsylvania** are teaming up to measure the biomechanics of the cervix and its responses to increasing weight of the growing fetus. This scientific team will determine if problems with the cervix lead to preterm birth.

Thanks to your support, we have mobilized the largest, most focused team in the history of premature birth research. Together, we can deliver the answers that moms and their health care providers need to have healthy, full-term babies. For more information, visit [prematurityresearch.org](http://prematurityresearch.org).

## your march for babies donations at work for stronger, healthier babies

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March of Dimes Florida Chapter has awarded 14 community grants across the state that will address unmet maternal and child health needs. The grants will help community agencies address significant maternal and child health issues, such as access to prenatal care, education for new moms, and other health needs that are of concern in our community.

Your March for Babies fundraising efforts makes all this possible! "By supporting the efforts of Florida community organizations, the March of Dimes is able to reach out to high-risk moms and increase their chances of having a healthy baby" said Dr. Karen Harris, March of Dimes Florida Chapter Program Services Chair. "We are grateful that our successful fundraising efforts, such as the March for Babies,

make it possible to fund these community awards."

For a complete list of community awards, visit [marchofdimes.org/florida](http://marchofdimes.org/florida).

# thank you to our sponsors

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## national sponsors



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



## publix celebrates 20 years of stronger, healthier babies



Since 1995, Publix Super Markets, Inc. has worked alongside the March of Dimes towards our mission for stronger, healthier

babies. During that time, Publix customers and associates have raised an incredible \$51 million to help give all babies a healthier start.

To support more breakthroughs for babies, the grocery giant will ask customers to join them in their annual fundraising drive through April 26 when associates will sell the cutouts at the checkout and ask customers to sign their name or the name of a baby they love.

"We are very proud of our 20-year history with the March of Dimes, and supporting healthier moms and stronger babies is an extension of who we are," said Maria Brous, Publix director of media and community relations.

"Publix is one of our most valued partners, and their commitment to the community is matched by their associates' enthusiasm for this campaign. We are grateful to have their support," said Julie Laird, Regional Vice President, March of Dimes. "The dollars they raise are vital to continuing our lifesaving research, advocacy, and education."

Publix is the #2 March for Babies Team in the country, and is one of the 10 largest-volume supermarket chains in the United States with over 174,500 employees in 1,096 locations in Florida, Georgia, South Carolina, Alabama, Tennessee, and North Carolina.

## 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