



## executive leadership team

Don Henderson, Chair

Donny Abraham

Susan Adams

Lisa Bishop

Sandria George

Teri Keel

Richard Kelley

Patty Lesmerises

Dr. Charles Mojock

Tina Morrison

Sandy Mullin

Marc Robertz-Schwartz

Jose Zamperlini

## marching for stronger, healthier babies!



March for Babies is the largest annual fundraising event for the March of Dimes, and it's a great opportunity for you, your company, and family to raise funds to prevent preterm birth and give more babies a healthier start in life.

Don Henderson, President & CEO of Central Florida Health Alliance (CFHA), the local not for profit health system that operates community hospitals in Leesburg and The Villages, knows the importance of the March of Dimes mission. He has taken on the role of Chair of this year's Lake-Sumter March for Babies campaign.

The CFHA Hospital in Leesburg (LRMC) is a regional leader in the number of babies delivered each year.

"As a business leader, this campaign gives our local businesses in Lake and Sumter Counties a unique opportunity to support and give back to the families in our region in their time of need," said Henderson, who will be asking other local businesses for their support in the coming months.

"Unfortunately, premature birth is the leading cause of newborn deaths in the U.S. In Florida, one out of seven babies is born too soon, and that's just not acceptable. To effectively address this issue, it takes the support of community leaders working together to ensure that more moms have healthier and full-term pregnancies."

As Chair, Henderson will play an integral role in raising awareness and funds to advance the scientific research and educational programs at the core of the March of Dimes effort to find causes and preventions for preterm birth and birth defects. Joining him as part of his Executive Leadership Team are Donny Abraham from The Villages Regional Hospital, Susan Adams from Ro-Mac Lumber & Supply Inc., Lisa Bishop from South Lake Hospital, Sandria George from Leesburg Regional Medical Center, Teri Keel from Leesburg Regional Medical Center, Richard Kelley from Ford Press, Inc., Patty Lesmerises from Florida Hospital Waterman, Dr. Charles Mojock from Lake-Sumter State College, Tina Morrison from Akers Media Group, Sandy Mullin from Leesburg Regional Medical Center, Marc Robertz-Schwartz from Hometown Health TV LLC/Apple Seed Marketing and Jose Zamperlini from Cutrale Citrus Juices USA, Inc. and 2014 March for Babies Chair.

Last year, Lake-Sumter March for Babies raised over \$172,000. Henderson has made the commitment to raise \$30,000 in new revenue as part of the 2015 March for Babies total goal of \$180,000.

"I couldn't be happier having Don serve as March for Babies Chair," said Dr. Chuck Mojock, President of Lake-Sumter State College and member of the Executive Leadership Team. "I am sure that he will bring the same drive, dedication and passion that made him a well-respected member of the community. I know his contribution on behalf of the March of Dimes will go a long way to making this year's event an unqualified success."

Nearly 4 million babies are born in the United States each year, and the March of Dimes has helped each and every one through more than 75 years of research, education, vaccines, and breakthroughs.

### Visit us!

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

### Join us!

[marchforbabies.org/event/lakesumter](http://marchforbabies.org/event/lakesumter)

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## january is birth defects prevention month

Birth defects are health conditions that are present at birth, which change the shape or function of one or more parts of the body. They can cause problems in overall health, how the body develops, or in how the body works.

Birth defects – the leading cause of infant death – are caused by a complex mix of factors, among which are genetics, health behaviors, and environmental exposures. Every year in Florida, about 6,460 babies are identified with a major structural and/or genetic birth defect. The causes of 70 percent of birth defects are unknown.

Babies born with birth defects have a greater probability for illness and long-term disability. Certain birth defects are more severe than others. Some can be treated, which can improve the baby's quality of life, while others are untreatable.

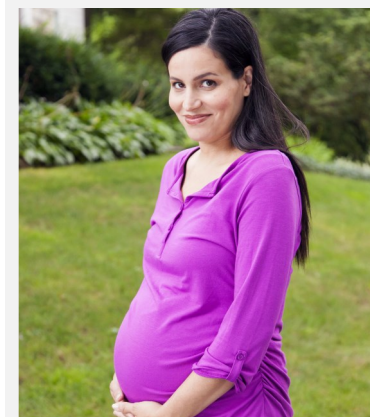
Some of the most common birth defects are:

- Heart defects: Affect as many as 1 in 100 babies in the United States
- Cleft lip/palate: Affects 1 in 700 babies and can cause eating, speech, and language problems. One or multiple surgeries are required to correct the cleft lip/palate, depending on the severity.
- Down syndrome: Affects 1 in 800 babies. This is a chromosomal abnormality that causes a delay in cognitive ability, among other disabilities.
- Spina bifida (open spine): Affects 1 in 2,500 babies, causing varying degrees of paralysis, and bladder and bowel problems.

Women of childbearing age can increase the likelihood of having a healthy baby by:

- Managing health conditions and adopting healthy behaviors before becoming pregnant
- Taking a multivitamin with 400 micrograms of folic acid every day at least one month before and during early pregnancy, as well as eating foods rich in folate, which include leafy green vegetables, beans, peanuts, and orange juice.
- Refraining from drinking alcohol, smoking, or using illegal drugs
- Talking to a health care provider about their family history, and any use of medication, including prescription and over-the-counter drugs.

For more information, visit [marchofdimes.org/research/birthdefectsresearch.html](http://marchofdimes.org/research/birthdefectsresearch.html)



## join us and advocate for all babies

Are you interested in joining the other volunteers at the Capitol in Tallahassee to advocate on behalf of babies?



Last year, volunteers from around the state represented March of Dimes at the Capitol for our annual Advocacy Day. They were overwhelming successful helping the state legislature understand the cost of preterm birth on Florida's families, communities, and business.

This year we will continue the tradition of success on February 17, 2015. If you would like to help, contact Keith Nash at [knash@marchofdimes.org](mailto:knash@marchofdimes.org) and learn how you can make a difference.

## did you know. . .

Florida remains one of the worst states in the U.S. for women who smoke during their pregnancy?

Smoking during pregnancy and second hand smoke are key factors in causing premature birth.

The March of Dimes has partnered with the Florida Department of Health to provide better smoking

cessation services to women who smoke before, during, and after pregnancy. If you are pregnant and looking to stop smoking, call 1-877-U-CAN-NOW (1-877-822-6669).



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**March of Dimes Lake-Sumter**  
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## a special incentive just for you



Don't you love this beautiful March for Babies drawstring bag? It's yours if you raise \$100 in online donations\* by February 28, 2015.

Carry it with pride and show everyone you care about helping moms have full-term pregnancies and healthy babies.

Head over to [marchforbabies.org](http://marchforbabies.org) and start your fundraising today!

\* Incentive is for individual fundraisers, not team totals.

## become a member of the circle of champions

We are excited to announce our new program to acknowledge your individual fundraising success—Circle of Champions. Take a look at the benefits associated with each level and set your fundraising goal with them in mind.

**\$1,000 – Circle of Champions** - Circle of Champions T-shirt, gift card to Macy's or Kmart, and Circle of Champions button and decal

**\$2,500 – Bronze Medal** - All the benefits listed above, plus listing on [marchforbabies.org](http://marchforbabies.org)

**\$5,000 – Silver Medal** - All the benefits above, plus a letter from March of Dimes President Dr. Jennifer Howse

**\$10,000 – Gold Medal** - All the benefits above, plus a signed print from photographer Anne Geddes

**\$20,000 – Platinum Medal** - All the benefits above, plus a March of Dimes 2015 Commemorative Coin



## 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 and will receive a T-shirt and button.



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* and T-shirt
\$2,500	\$125 gift card* and T-shirt
\$5,000	\$250 gift card* and T-shirt
\$10,000	\$500 gift card* and T-shirt
\$20,000	\$600 gift card* and T-shirt

\* Choice of Kmart or Macy's Gift Card