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## 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.

John Rainey, executive vice president and chief financial officer of United Airlines has been tapped as the national chair of March for Babies 2015. He has committed to generate a minimum of \$1 million for the organization.

"Many of our United employees and their families worldwide have been helped by the work of the March of Dimes, and we're committed to helping that important work continue," says Mr. Rainey, who is also a member of the March of Dimes Board of Trustees. "I'm honored to serve as 2015 March for Babies chair and look forward to bringing together our United customers and employees to help support stronger, healthier babies."

This year will mark the 10th year of United's sponsorship of the March of Dimes National Ambassador program for the National Ambassador family to travel around the United States, sharing their story and raising awareness. In 2006, United became a National Sponsor of March for Babies. The airline, its customers and its employees have contributed nearly \$5.5 million since the partnership began.

"United Airlines' support makes it possible for the March of Dimes to raise awareness of the need for more research and community programs to prevent premature birth and birth defects," said Dr. Jennifer L. Howse, president of the March of Dimes.

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.

To register for March for Babies, visit [marchforbabies.org](http://marchforbabies.org) and find a walk site near you.

### Visit us!

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

### Join us!

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

### Like us!



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## january is birth defects prevention month

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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

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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. . .

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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).



# thank you to our sponsors

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**March of Dimes  
Central Florida Division  
555 Winderley Place Suite 105  
Maitland, FL 32751  
407-599-5077**



## 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