

Mi 35 YEARS

MARCH OF DIMES®

CELEBRATING LASTING IMPACT FOR FAMILIES





We are March of Dimes



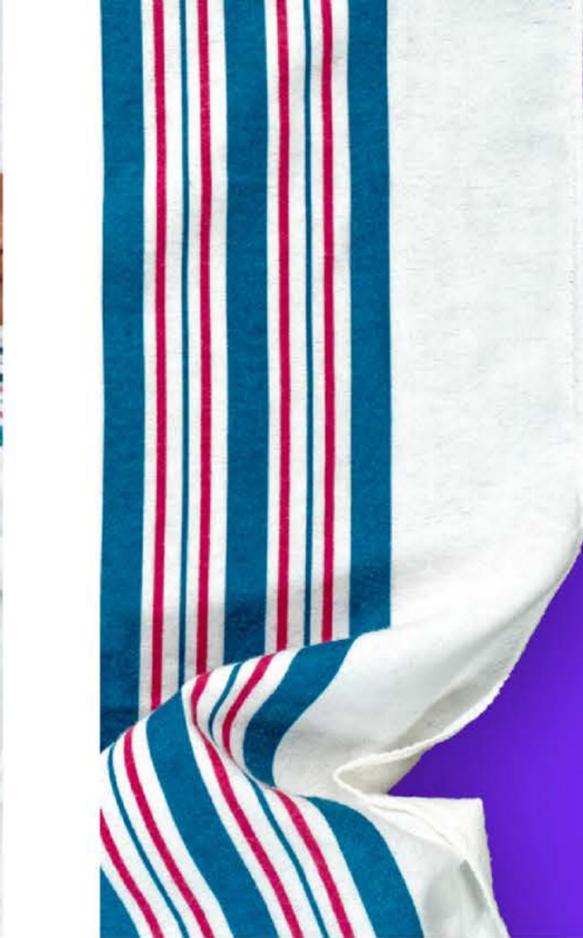
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**ONE OF THESE BABIES IS
TWICE AS LIKELY
TO DIE BEFORE AGE 1.**



**A WOMAN DIES
EVERY 12 HOURS FROM
PREGNANCY-RELATED
CAUSES IN THE U.S.**

60% ARE PREVENTABLE

A mother's socioeconomic status and access to quality health care and nutritious food can have a substantial effect on her and the baby's health.

1 in 10
babies are born
preterm each year.

**THE U.S. REMAINS
AMONG THE most
dangerous Developed
Nations for childbirth**

6.9 MILLION WOMEN
of childbearing age live in
counties without access or
with limited access to
maternity care.



Founded by Franklin D. Roosevelt as NFIP National Foundation for Infantile Paralysis



In the 1960s, March of Dimes research led to the first newborn screening test for PKU, an inherited disorder that causes intellectual disability.



Mobilizing communities through events and walks across the country



March of Dimes funded the development of surfactant therapy to treat respiratory distress syndrome in preterm babies. Danielle Cofey was one of the first babies to be treated successfully in the U.S.



The PREEMIE Act, supported by March of Dimes, is passed to provide funding for more research, community initiatives and interventions to reduce the risk of babies born before 37 weeks.



The Salk vaccine (solving 20th century problem with 20th century tools)

1938

1940

1955

1958-59

1960s

1970s

1970s

1984

1985

1999

2018

TODAY:

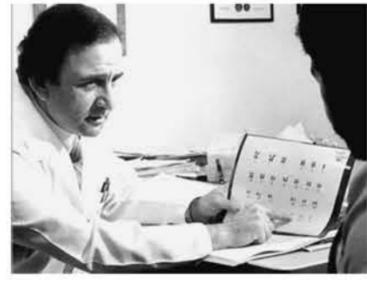
During devastating polio epidemics, March of Dimes paid for and transported thousands of iron lungs to help patients breathe when their own muscles were weakened or paralyzed.



Announcement of new mission: birth defects prevention in 1958 Virginia Apgar joins March of Dimes as first Medical Director in 1959



Shift to incorporate perinatal health



The March of Dimes helped create support groups for families with a baby in intensive care to ease their fear and heartache.



MFolic Acid campaign Kelsey Adams was born healthy because her mom took folic acid after her first pregnancy ended in stillbirth.



Addressing health equity in the fight for healthy moms and strong babies

THE IMPACT OF YOUR

donation



- MISSION PROGRAMS AND SERVICES - 25 CENTS**
- RESEARCH AND INNOVATION - 19 CENTS**
- COMMUNITY ENGAGEMENT, ACTION AND SUPPORT - 16 CENTS**
- DATA-DRIVEN IMPACT - 5 CENTS**
- PROFESSIONAL AND CONSUMER EDUCATION - 15 CENTS**
- ADMIN - 11 CENTS**
- FUNDRAISING - 9 CENTS**

MISSION PROGRAMS AND SERVICES

We are committed to providing resources to improve the health of moms and babies both virtually and in your community. From mobile health centers providing access to quality health care to finding comfort and support in our online communities, our innovative programs are put into action so families can get the best possible start.

COMMUNITY ENGAGEMENT, ACTION AND SUPPORT

We rally and mobilize our community to create lasting change for families through Collective Impact strategies, advocacy, volunteerism and our programs like NICU Family Support™ and Supportive Pregnancy Care™.

RESEARCH AND INNOVATION

We diversify funding to support discovery, translational and social science research to find solutions to end prematurity.

PROFESSIONAL AND CONSUMER EDUCATION

We educate care providers and the public on the latest information to fight health inequities and support families everywhere.

DATA-DRIVEN IMPACT

By gathering health data through PeriStats, the March of Dimes Report Card and others, we can work toward strategies for science to improve mom and baby health.

Programs

NICU Initiatives

12 new NICU Family Support® locations

with a total of 79 sites serving more than 52,000 families.

Mobile Health Centers

Over 4,100 patients received care

through our Mom & Baby Mobile Health Centers®. We also added a 40-foot mobile clinic to serve in Brooklyn and Queens in NYC.

Education

For professionals

33,000

health professionals received live and online education.

59%

were part of our Implicit Bias Training to help us close the health equity gap.

For families

Our consumer education reached **over 9 million** unique individuals.

Our education webinars had nearly **700,000 views** through It Starts With Mom Live and our Healthy Moms, Strong Babies Webinars, which covered mom and baby topics.

Over 213,000 unique visits to ItStartsWithMom.org enabled women to get timely information for support during their pregnancy journey.

Advocacy

We advocated for **192 federal and state bills**,

49 of which were signed into law to improve health equity, access, and prevention nationwide.

Our March of Dimes Advocacy Network grew by over **38%** with more than 30,000 advocates fighting for the health of families.

2022 MARCH OF DIMES

accomplishments

Our country should be a safe place for everyone to give birth. With your support, here's what we did in 2022 to continue being there for families with programs, education, research, and advocacy to help end the maternal and infant health crisis.

Research

Our newest Prematurity Research Center

Our Prematurity Research Center at The University of California, San Francisco joined five others in the U.S. and London to lead the way to find the causes and preventions of preterm birth.

We granted **\$5.7 million** to 49 awardees

We published **82 articles** in 62 unique journals

Reporting on the problem

We convened national conversations on the maternal and infant health crisis, creating **54 billion media impressions**

by publishing our Nowhere to Go: Maternity Care Deserts Across the U.S. report and the 2022 March of Dimes Report Card.

Funds

We launched the March of Dimes Innovation a venture philanthropy initiative.

Fund, We engaged with over 100 companies in the maternal and infant health space and completed one investment in 2022.

Together with your help, we can end preventable maternal health risks and death, end preterm birth, and close the health equity gap to give every family the best possible start.



Volunteer engagement

6,000 new volunteers joined us

with a total of 24,000 volunteers making an impact through military baby showers, disaster recovery, supporting families and healthcare workers in the NICU, and more.

March for Babies and special events

We raised \$29.5 million in March for Babies and more than \$21 million in our special events

with 80% of that going back into our mission to fight for the health of all moms and babies.

Corporate Partner spotlight



to help us ensure every family is healthy today and for generations to come.



to improve perinatal and postpartum education.



with our Better Starts for All campaign to support at-risk women in maternity care deserts.



Local Collective Impact locations

Mom and Baby Action Network partners

Over 350 national, state, and local partners in our Mom and Baby Action Network (M-BAN)

and more than 250 cross-sector organizations actively partner locally through Collective Impact.

More than 800 advocates gathered at a national action-oriented M-BAN Summit

to achieve together what we can't achieve alone.

HOW TO PLAN YOUR

community walk



Celebrate your March for Babies fundraising by participating in the **Days of Movement**.

The Days of Movement are an opportunity for your team or community to connect in to the mission of the March of Dimes.

You can participate in a way that is most impactful for you.

Through a **celebration**.
Through **acts of service**.
Through **community events**.



COMMUNITY WALK

The March of Dimes Community Walk is a new program that provides you the opportunity to bring the community together in a volunteer-led walk. A Community Walk is created, managed, and executed by a volunteer with the purpose to raise awareness and funds to support March of Dimes. As a Community Walk leader, you'll receive resources and tools to implement a fun and unique event experience in your community. A Community Walk is also designed to meet the needs of today's volunteers and communities.

With that in mind, the event will be:

- Community-based and have a local presence
- Volunteer-driven, as volunteers are the core of March of Dimes
- Focused on March of Dimes mission to fight for the health of all moms and babies
- Personalized to meet the needs of each community

Getting Started With Your Community Walk

Register Event with March of Dimes

- Decide your walk location, dates & time, register at: marchforbabies.org/Home/CommunityWalk
- Event setup will happen on the March of Dimes back end.

STEP 1

Register Self & Team

- Go to www.marchforbabies.org and search for your event
- Click Join
- Continue through the registration process
- Create your team to set the expectations for others

STEP 2

Customize Your Page & Share

Through the registration process, you will be asked to customize your page with pictures, descriptions, and event details. Share your page with your networks.

STEP 3

Recruit Help & Set Goals

Recruit your family and friends to help with your upcoming event. Setting an overall event fundraising goal is an important step. Ask participants to each set a personal fundraising goal of \$380. You can lead by example by creating your own goal first.

STEP 4

Execute Your Event

You just did something incredible. By joining the March for Babies, you made a statement that you want to live in a world in which healthy moms and strong babies are a priority for us all.

STEP 5

Planning for Success

The Details

- Set a date - look at the awareness calendar and local events
- Where will you host the event?
- Is this a walk? Color run? How far?
- How much would you like to raise for the event? What are your goals?
- Set regular meetings with your MOD staff partner
 - Monthly to start
 - More often as event draws near

Committees

- What committees are needed for the event
 - planning
 - logistics
 - marketing
 - sponsorship
 - team recruitment
 - set up and breakdown
 - mission family
- Timing to complete tasks
- Plan for backup people to step in

Marketing Panning

- Social media planning
- Advertisement around the community
- Grassroots event helpers
- Where can you put up fliers? Offices, businesses? Electronic signs?

Your staff partner at MOD will support you with templated fliers, logos and QR codes.

Vendors

Vendors are a great way to get those in the community involved.

Look for vendors to donate to your walk to be involved

- Will they table?
- Will they donate goods or food?
- Will they recruit teams?

Sponsors

Plan to involve your businesses and organizations as sponsors for the event.

What can you offer them? Your MOD staff partner has sponsorship packets that you can customize!



Event Day Planning

Start & Finish Line

- Registration table
- Sponsored tents
- Vendor set up
- Giveaways

Signage Plan

- QR code for donations
- Sponsor logo branding throughout the walk
- Frame mission family story at registration table

Sponsor Recognition

- Event website logo placement
- Ambassador Family thank you
- Program - digital, print or none?
- Walk Site map
- Social Media
- Flyer featured on event listings and such



Vendors & Activities

- Superhero Cape Run day of the walk
- Photo Booth
- DJ
- Bubble Zone
- Notes of Hope (for NICU families)
- Food trucks/vendors

Event Day

- Registration
- Speaker line-up to recognize sponsors and mission family
- Warm up? It could be a sponsored activity.
- Have fun!

January

- Birth Defects Awareness Month
- Martin Luther King Day, 15
- Franklin D. Roosevelt Birthday, 30

February

- Black History Month
- American Heart Month
- Congenital Heart Defect Awareness Week
- Nation Women's Heart Day / Wear Red Day, 2

March

- Women's History Month
- National Nutrition Month
- Trisomy Awareness Month
- World Birth Defects Day, 3
- International Women's Day, 8
- World Down Syndrome Day, 21
- National Doula Day, 22
- National Doula Week, 22-28
- Int'l Doctor's Day, 30

April

- National Minority Health Month
- Cesarean Awareness Month
- National Volunteer Month
- Public Health Week
- World Health Day, 7
- Black Maternal Health Week, 11-17
- Anniversary of the Polio Vaccine, 12
- Earth Day, 22
- National Infertility Week, 21 - 27
- National Superhero Day, 28

May

- National Nurses Month
- Preeclampsia Awareness Month
- Maternal Mental Health Month
- Hypertension Awareness Month
- Asia American and Pacific Islander Heritage Month
- National Women's Health Week
- National Nurses Week
- Int'l Day of the Midwife, 5
- National Nurses Day, 6
- Mother's Day, 12
- Perinatal Awareness Day, 15
- International Kangaroo Care Day, 15

June

- PRIDE Month
- Men's Health Month
- CMV Awareness Monthy
- Father's Day, 18
- Juneteenth, 19
- Pride Day, 28

July

- National Cleft and Craniofacial Awareness Month
- Cord Blood Awareness Month
- Minority Mental Health Awareness Month
- Black Maternal Mental Health Week
- Fourth of July, 4
- Bump Day, 21
- Parents' Day, 23
- Aunt and Uncle Day, 26

August

- National Immunization Awareness Month
- Breastfeeding Awareness Month
- Breastfeeding Awareness Week
- Black Breastfeeding Week
- Native Breastfeeding Week
- American Family Day, 6
- National Rainbow Baby Day, 22
- Opioid Misuse Prevention Day, 31

September

- NICU Awareness Month
- Newborn Screening Awareness Month
- Infant Morality Awareness Month
- National Suicide Prevention Month
- Hispanic Heritage Month
- Neonatal Nurses, Day 15
- National Suicide Prevention Week
- Labor Day, 2
- World Suicide Prevention Day, 10
- National Grandparents Day, 10
- Worldwide Day of Gratitude, 21

October

- Pregnancy and Infant Loss Month
- Down Syndrome Awareness Month
- SIDS Awareness Month
- Hispanic Heritage Month
- Mental Illness Awareness Week
- Midwifery Week
- Indigenous People's Day, 14
- World Mental Health Day, 10
- Pregnancy and Infant Loss Remembrance Day, 15
- World Make a Difference Day, 28

November

- Prematurity Awareness Month
- Diabetes Month
- Native American Heritage Month
- Diabetes Education Week
- Veteran's Day, 11
- World Diabetes Day, 14
- World Prematurity Day, 17
- National Family Volunteer Day, 23

December

- National Influenza Vaccination Week
- Giving Tuesday, 3

2024

HOW TO TAKE ACTION

fundraising

COMMUNITY WALK RECOGNITION

\$1,000 LEVEL RECOGNITION

Walk in a Box

- General March of Dimes banners
- 25 mylar balloons
- 25 latex balloons
- 30 pom poms
- 75 “Why I Walk” bibs
- Roll of 50 “I Did It” stickers

\$5,000 LEVEL RECOGNITION

- Start line banner
- 10 confetti bombs

\$10,000 LEVEL RECOGNITION

- Second walk in a box
- Marketing and promotional assistance
- Impact signage

\$25,000 LEVEL RECOGNITION

- March of Dimes staff on-site attendance
- Expense reimbursement up to \$500
 - Prior approval required



GOAL PLANNING WITH YOUR TEAM

WHERE TO START?

Pick a number that means something to you and your team. Think about stats that you could pair it with. Always set your goal high.

- When was your organization founded?
- Are you celebrating March of Dimes' big 85th birthday?
- Do you have a loyalty and recognition item you would like to earn?

Break up your team goal into pieces for teammates to reach on their personal pages.

TOGETHER YOU CAN CREATE CHANGE FOR FAMILIES.



IDEAS TO CRUSH YOUR GOALS

Fundraising Math

Team Goal = \$8,500

7 teammates each raise \$1,215 10 teammates each raise \$850

**You have 10 teammates, each wants to earn the Marcher Level
\$100 per person**

Team Goal = \$1,000

The average fundraiser that uses social media (like Facebook fundraisers) raises \$300.

\$100 RAISED

MARCHER LEVEL

By raising \$100 on your personal page, you'll receive a March for Babies T-shirt.



MAKING 85 PART OF YOUR GOAL

MAKING THIS CELEBRATORY YEAR PART OF YOUR GOAL

This year, March of Dimes turns 85 years old!
Celebrate with us by incorporating that special number into your goals.



INDIVIDUAL OR TEAM GOALS

\$850

\$100.85

\$8,500

CHALLENGE YOUR DONORS

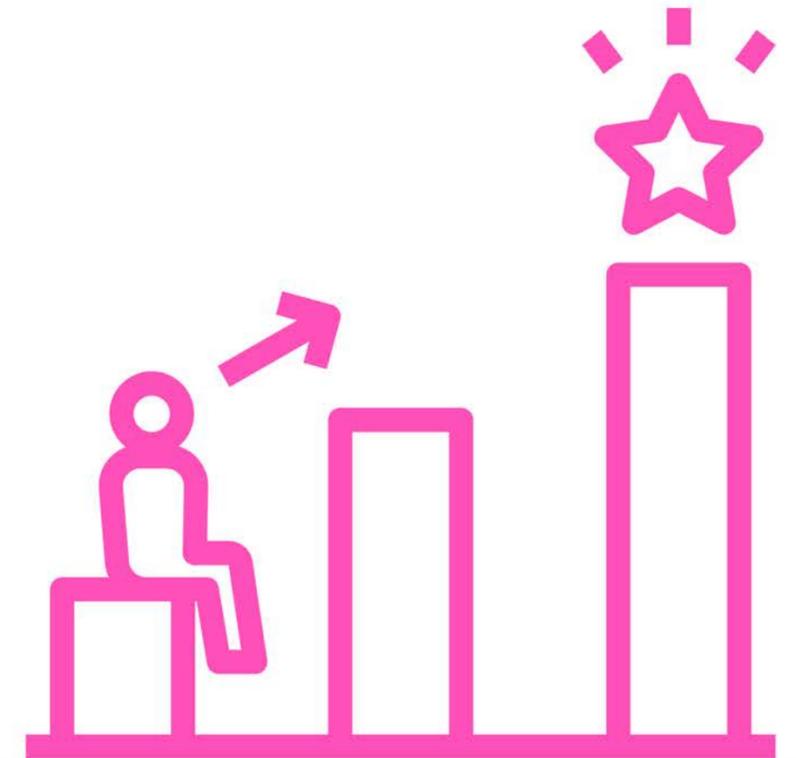
Achieve 85 new donors

Ask friends to donate \$85

UPDATING YOUR GOAL

WHAT HAPPENS WHEN YOU REACH YOUR GOAL?

- Tell your friends, family and donors. Celebrate! Then raise the goal.
- Update your thermometer -- both your individual and team goals
 - People will still visit your fundraising page; you want them to see there is still room to give.



THANK YOU

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