

march for babies®



Make a difference

When you join March for Babies you are supporting lifesaving research and programs that help give every baby a fighting chance. Whether you are starting a team in memory of a baby you've lost or raising funds in honor of your child's progress since leaving the NICU, your efforts provide hope for a healthier future for all babies.

Top 5 reasons to support March for Babies

1

The cause is urgent

Premature birth is the #1 killer of babies. In the United States, 1 in 10 babies is born prematurely each year, and the rate of premature birth in our country is higher than that of most developed nations.

2

Celebrate, hope and remember

Fundraising for March for Babies gives you a chance to recognize the special babies in your life. Share your personal story or the story of someone you know as you raise funds and recruit your team.

3

Make it a family affair

In 2016, nearly \$14 million was raised by family teams. We know that families are the heart of our mission. You and your family may have experienced premature birth, birth defects or infant loss, and we invite you to connect with other families who have walked in your shoes.

4

Everyone can join in the fun

March for Babies is a family-friendly event for all ages. Starting a team at marchforbabies.org is easy with tools we provide to help you recruit friends and family and reach your fundraising goal.

5

Pay it forward

March for Babies is your chance to help fund research and programs for all the families who need us. The funds you raise today will help babies of tomorrow survive and thrive.



"Team Levine is dedicated to supporting March for Babies in honor of Chloe and Isabelle, who died in our arms after being born at 26 weeks and just over 1 pound each. Our team, along with our two miracle babies Olivia and Julian, raises funds each year in honor of our guardian angels because

we know how important it is for all parents to have healthy babies. We think the best way to honor our children is to dedicate ourselves to raising money for an organization that fights for babies and is working to end premature birth."

— Paulina Levine, Team Levine,
New York, NY



"The Church family originally supported March for Babies because we lost our twin daughters too early. March for Babies was our support network. Now, it means so much more to us as we watch our third daughter flourish — Emerson was born full-term, thanks to March of Dimes' research.

If you're interested in the next generation of babies, March of Dimes is the organization to support. It is laser-focused on helping babies enter this world with happy and healthy futures."

— Kristen Church, Team Twin Twinkle Toes,
Lexington, KY

Start your family team at marchforbabies.org



What should you do to get going?

1. Tap into leadership

You know who gets the family motivated and sets the tone at reunions, holidays and other get-togethers. Recruiting the right relatives to participate in your March for Babies team will set the stage for success.

2. Share the mission

Telling your story reminds friends and family why this cause is close to your heart. The March of Dimes has tips and tools to help you share our mission, breakthroughs and history.

3. Define success

Set recruitment and fundraising goals so your team understands the importance of everyone's efforts in reaching the overall team goal.

4. Have fun

Prematurity is serious business, but raising funds to fight premature birth can and should be fun. Encourage creativity, hold competitions and find ways to motivate your team.

5. Celebrate the win

Your efforts help save babies' lives, so thank your team for all their hard work on behalf of families in your community and across the country. Share your final totals and be sure to recognize the individual efforts of those who surpass expectations.

Your support helps babies

Here are some ways you're helping babies:

BRAIN

We're fighting premature birth — baby's brain needs at least 39 weeks to develop.

LUNGS

Surfactant and nitric oxide therapies save the lives of many premature babies.

HEART

New treatments mean better survival rates for the tiniest heart patients.

HEEL

Newborn screening — a drop of blood from baby's heel could save her life.

EYES

We're developing treatments to cure vision defects.

SMILE

We've identified a gene responsible for oral cleft and are working on preventions.

SPINE

Folic acid education means fewer babies are born with neural tube defects.

National sponsors

