The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.
a year of wonder

The March of Dimes is fighting for the health of every baby in the United States and around the world. We stand with moms before, during and after pregnancy to help them get the information and support they need to bring healthy babies into the world. And, if something goes wrong, the March of Dimes offers hope, information and comfort to help parents cope with premature birth, a child with a birth defect, or the loss of a baby. The March of Dimes brings together mothers, fathers, health professionals, young people and corporate leaders to help us serve as the champion for all babies.

highlights of 2007

New branding. In 2007, the March of Dimes expanded all our outreach efforts to champion the needs of all babies, to engage more people in our mission, and to be more broadly recognized as a knowledgeable and reliable resource for all moms. We changed the name of our premier annual fundraising event, WalkAmerica®, to March for Babies® so participants can better understand our cause.

New resources for moms. Our goal is to be the one-stop source that provides moms with reliable information about pregnancy and baby health in the most convenient way possible. Our Web site is packed with practical information as well as the latest medical and scientific research findings. Individual questions can be e-mailed directly to our health information specialists in both English and Spanish. And expectant moms can get daily text messages with healthy pregnancy tips. A podcast series makes health information topics available “on demand,” and we offer online scrapbooking in celebration of babies through our Every Baby Has a Story™ campaign.

Solid financial position. Thanks to the dedication and efforts of our volunteers and donors, we had a solid finish of $252 million in revenue, marking the fifth consecutive year we’ve ended with a strong margin. For the fourth consecutive year, March for Babies reached a new high, $116.4 million. Our special events portfolio, bolstered by Signature Chef’s Auction® and Fund the Mission activities, came in at $45.5 million. The Major Gifts program also showed double-digit growth in 2007.
Prematurity Campaign. In 2003, the March of Dimes launched a Prematurity Campaign to stem the rise in premature birth in the U.S. Since then, we have invested more than $83.5 million in prematurity-related initiatives:

- Education efforts led to a 56 percent increase in awareness of the seriousness of premature birth among women of childbearing age and a 34 percent increase among the general public.
- Since 2004, the Prematurity Research Initiative has provided 34 grants totaling $11.5 million to scientists making advances in uncovering the causes of preterm deliveries.
- A new intervention initiative, Healthy Babies Are Worth the Wait®, was launched in Kentucky in conjunction with the Johnson & Johnson Pediatric Institute and the Department of Public Health of Kentucky. Employing a combination of clinical, educational and public health interventions, the $1.6 million initiative is aimed at reducing rates of preterm birth. It will be evaluated at the end of three years with a view toward replication in other areas.
- A Surgeon General’s Conference on Preterm Birth, scheduled for June, 2008, will bring together top scientists from the public and private sectors to review scientific understanding of prematurity and create an actionable plan for research and activities around prevention.
- In 2007, March of Dimes chapters awarded more than $8.8 million in grants to local organizations focused on maternal/child health, distributed millions of educational pieces, and marked November as Prematurity Awareness Month with professional summits, local building lightings and state house rallies.

Cutting edge science. In addition to $4.3 million committed to Prematurity Research Initiative grants in 2007, the March of Dimes invested $28.8 million in research on key issues in developmental biology related to our mission. The year ended on a high note when three past recipients of the March of Dimes Prize in Developmental Biology received the Nobel Prize® in Physiology or Medicine. Mario R. Capecchi, PhD, Sir Martin I. Evans, PhD, DSc, FRS, and Oliver Smithies, DPhil, FRS, were recognized for their discovery of new approaches to examining the role of genes in healthy development and disease.

Newborn screening. Screening babies at birth for certain serious metabolic disorders is crucial. When diagnosed early, these problems can be treated and lives saved. In June, 2005, only 38 percent of our 4 million newborns lived in states that require testing for 21 or more of 29 recommended conditions. Thanks to the efforts of March of Dimes public affairs volunteers, as of January, 2008, the percentage had increased to 88. With growing legislative support, we look ahead to even more progress: every state, every baby, every test.

Caring for families in distress. The March of Dimes NICU Family Support® project has expanded to sites in all 50 states, Washington, D.C., and Puerto Rico. During 2007, we reached more than 40,000 families through the program, providing them with information and comfort as they coped with the challenges of having a sick or premature baby in newborn intensive care.

our inspiration and our cause

Can you imagine a day when every baby is born healthy and strong? We can. But until then, the March of Dimes will continue to champion the needs of moms and infants, bolstered by the dedication and support of our volunteers and donors, and inspired by the wonder that is every baby.
moms rule!

The March of Dimes is mom’s good friend. We’re excited about her pregnancy and ready to answer any questions she may have.
moms in the know

Moms juggle everything from diaper changes, meals and play dates to school assignments and shopping, and still manage to stay connected to family, friends and work responsibilities. At the heart of it all are their dreams and hopes for their families. So who does Mom count on to stay connected to the best advice about healthy pregnancy and newborn care? Her own mom, family, friends — and the March of Dimes. She finds answers to whatever she’s wondering about, in a format that fits her life right now.

“As soon as I found out I was pregnant, I had a million questions to ask, but it was great to find my answers all in one place at the March of Dimes,” explains Denise from Kansas.

Any time of the day, or night, Mom can log on to marchofdimesbaby.com or nacersano.org for the latest information on taking care of herself and her baby. She can subscribe to online newsletters or e-mail askus@marchofdimes.com with specific questions like, “Can I drink coffee when I’m pregnant?” and “Is there anything I can do about morning sickness?” She can download or listen to podcasts or watch informative videos about nutrition and folic acid, newborn screening and vaccinations, and helping baby sleep through the night. During her pregnancy, she can get daily text messages on her cell phone with helpful tips on a variety of topics, like vitamins, driving safety, how her baby grows and signs of labor. At work, the Healthy Babies Healthy Business® wellness program on her company’s intranet keeps the March of Dimes at her fingertips.

Moms and moms-to-be have a lot on their minds, and the March of Dimes is their one-stop resource for everything related to pregnancy and babies — like a trusted friend whose door is always open.

better together

Moms know that with support and connections, they can do anything. That’s why so many March of Dimes chapters throughout the country are providing community grants for CenteringPregnancy® programs. The idea is as simple as it is effective: women get all their prenatal care and education together with a group of others with a similar due date. This means they have more time to ask questions and learn about prenatal care, childbirth and parenting. They leave the sessions empowered to help themselves and others in their group. Many moms continue to support each other after their babies are born. With research showing that this special model can reduce the prematurity rate, March of Dimes chapters will continue to expand support in 2008.

culture of compassion

For the Asian Indian community of New Jersey, the work that the March of Dimes does to improve the health of babies born more than 8,000 miles away is just as important as our work at home. Two community members, one a youth volunteer, approached their chapter with generous gifts to benefit March of Dimes Health Education Programs in Karnataka State, India.

The rural villages of Karnataka State are a world away from New Jersey’s suburbs. With much of the population living in poverty and limited in their access to health care, infant and maternal mortality rates are high. Since 2004, the March of Dimes has worked successfully with the Jawaharlal Nehru Medical College and KLE Society Hospital in the city of Belgaum to educate health care providers in these rural areas about ways to improve care for women and babies.

In 2008, with the gifts to the New Jersey Chapter, the March of Dimes is expanding its work in the region through two new projects. One will focus on educating moms on how to take care of themselves and their babies and another will address the health needs of adolescent girls.
inspired by babies

Our dreams for their future keep us reaching for the day when every baby will be born healthy.
a fishy solution with positive results

Mark Puder, MD, a March of Dimes grantee at Harvard Medical School, has seen too many tiny babies survive premature birth, only to die of liver disease. Can a simple change in how these babies are fed prevent these deaths? Dr. Puder aims to find out.

It can happen like this. A baby born 12 weeks early appears to be on the road to recovery. Out of the blue, the baby’s temperature soars and his belly swells. Necrotizing enterocolitis (NEC), a dangerous intestinal complication, has damaged his intestines so severely that a large section has to be surgically removed. The baby is left with short bowel syndrome — and an uncertain future.

Short bowel syndrome occurs in babies with certain intestinal birth defects as well as in premature babies with severe NEC. Babies with short ‘gut’ syndrome often cannot tolerate oral feeding, so they must be fed through a vein (called intravenous or IV feedings). But for reasons that are poorly understood, many babies who are treated with IV feedings for longer than a few weeks develop liver damage and liver failure, and many die.

Dr. Puder’s question? Can substituting omega-3 fatty acids obtained from fish oil for the soybean oil fats usually used in IV feedings prevent liver damage? These heart-healthy fats may help prevent inflammation and liver damage. The March of Dimes is supporting Dr. Puder’s trial of the new IV formula in 30 babies with short gut syndrome. Dr. Puder’s goal is to prevent liver disease in these babies so that their intestines can heal and grow. “Infants have a remarkable potential for bowel growth,” according to Dr. Puder. Spared from liver disease, many of these babies will eventually be able to switch to oral feedings, and go on to grow and develop normally.

This year’s award brings to five the total number of March of Dimes Prize recipients who have gone on to win Nobel Prizes. The March of Dimes Prize in Developmental Biology has been awarded annually since 1996 to investigators whose research has profoundly advanced the science that underlies our understanding of birth defects. In addition, 13 March of Dimes research grantees have received the Nobel Prize over the past seven decades.

pieces of the prematurity puzzle

How labor begins remains “one of the great unsolved mysteries in biology,” according to Prematurity Research Initiative (PRI) grantee Carole Mendelson, PhD, of the University of Texas Southwestern Medical Center. But March of Dimes grantees are finding clues in unexpected places.

Baby’s lungs. Does the baby determine her own birthday? Dr. Mendelson is pursuing evidence that a fetal lung protein may play a major role in triggering labor. Near delivery, the baby’s lungs produce large quantities of surfactant protein-A, which enters the fluid surrounding the baby. This protein appears to stimulate production of immune cells called macrophages, which migrate to uterine muscle, and may stimulate inflammation, which, in turn, may trigger uterine contractions. If Dr. Mendelson can learn how to interrupt this chain of events, it could lead to new treatments to stop preterm labor.

Cholesterol levels. Pregnant women are routinely screened for Rh factor and certain infections that, without treatment, can harm the baby. One day, pregnant women also may have their cholesterol levels checked — to see if they are at increased risk for preterm delivery.

Jeffrey C. Murray, MD, a March of Dimes PRI grantee at the University of Iowa, has been combing our entire genome in search of variant genes that may contribute to preterm delivery. He has found that variant versions of seven genes that regulate cholesterol metabolism may play a role in preterm delivery. His findings add to the growing body of evidence that suggests that both high and low maternal cholesterol levels may contribute to preterm delivery. These findings may “open the door to identification of a high-risk group of mothers in whom early interventions, including nutritional modifications, might be effective in reducing the risk of preterm labor,” says Dr. Murray.

a winning tradition

Former March of Dimes Prize winners, Mario R. Capecchi, PhD, Sir Martin I. Evans, PhD, DSc, FRS, and Oliver Smithies, DPhil, FRS, were honored with the 2007 Nobel Prize® in Physiology or Medicine for their groundbreaking discovery of a new genetic technique. This technique led to the creation of “knockout” mice — and to a flood of information on the role of our genes in healthy development and disease. According to the Nobel Foundation, “few discoveries have had a greater impact on contemporary biomedical sciences.”
when families need a hand

Some things are too big to shoulder alone. When the unexpected happens, the March of Dimes offers comfort and support.
families helping families

Having a baby can be unpredictable. Sometimes, even when mom is taking every precaution, the unexpected still happens. Shareyourstory.org is an online community for parents of babies born prematurely or who have spent time in a newborn intensive care unit. Families participate in online discussions, start a blog or just make friends.

According to one mom from Maine, “It wasn’t until I found Share Your Story that I felt safe to truly share my feelings, my hopes, my dreams, my worries and my heartache. I found a place where no matter what, I was accepted and wanted.”

The March of Dimes 22,000 Share Your Story members come from all over the world. In 2007, the site received 400,000 visitors.

giving strength

The newborn intensive care unit (NICU) can be overwhelming, a place where mothers and fathers often feel like outsiders looking in. The March of Dimes helps remove barriers so parents feel familiar with the NICU setting but, more importantly, so they can be close to their newborns and empowered to actively participate in their babies’ care. “I had the hardest time accepting someone else was taking care of my son and felt so much better being able to have a meaningful role,” said one mom.

March of Dimes NICU Family Support® is now offered in every U.S. state, Washington, D.C., and Puerto Rico, helping more than 40,000 families each year. In its December 2007 issue, the American Academy of Pediatrics’ Journal of Perinatology reported on the powerful impact of the project. Hospitals reported that NICU Family Support has changed NICU culture and has made their NICUs kinder, gentler places. And families have expressed profound appreciation for the activities, materials and most notably the March of Dimes NICU Family Support Specialists.

The March of Dimes NICU Family Support Specialist offers a reassuring, knowledgeable presence in the NICU. The Specialist also shares parent perspectives with the medical team to enhance family-centered practice. Understanding, sensitive and caring, the Specialist and March of Dimes parent volunteers convey the message to families in crisis that the March of Dimes is here for them.

“We now know it’s not only possible for the baby to survive all this, but for the parents as well,” said one Phoenix dad. Parents in the NICU learn to be strong, but everyone needs a hand sometimes, and through NICU Family Support, the March of Dimes is there.

speaking loud enough to hear

It’s a simple screening test that for Sophia Brown meant the difference between disability and opportunity. She and her younger sister were both born with hearing loss. Since the state they live in, Minnesota, didn’t mandate newborn hearing screening when they were born, the problem could have gone undetected. But, through their mother’s perseverance, both girls were screened and diagnosed.

Prompted by this experience, the girls’ parents, Trent and Nicole, began to speak out about the importance of screening newborns for hearing problems and potentially life-threatening disorders that may not be obvious at birth. The March of Dimes recommends screening for 29 serious but treatable conditions. In March 2007, Trent testified at government committee hearings in Minnesota on expansion of the state’s newborn screening program.

Minnesota is now among 16 states that, along with the District of Columbia, have mandated screening for all 29 treatable disorders, including hearing deficiencies. To learn more about your state’s screening program, visit marchofdimes.com/peristats.
champions for babies

With millions of volunteers and donors, the March of Dimes champions the needs of all babies — those born healthy and those who need help to survive and thrive.
speaking up for babies

Comedian and co-host of ABC’s The View, Sherri Shepherd is known for her infectious laughter. But when her son Jeffrey was born 15 weeks early, weighing less than 2 pounds, she thought she would never laugh again. Today, Jeffrey is an active 3-year-old, and Sherri knows they’ve been lucky: “My son survived, but for thousands of babies, things don’t work out so well.”

Sherri supports the March of Dimes so that other moms can have full-term pregnancies and healthy babies. She is the California state spokesperson for March for Babies and has appeared in public service announcements promoting the event.

During ABC’s game show Wheel of Fortune’s Celebrity Week, Sherri won $10,000 for the March of Dimes. And as an honorary committee member for the 2007 Healthy Babies, Healthy Futures event in Los Angeles, she helped raise awareness of the high rate of premature birth in the African-American community. Sponsored by Farmers Insurance Group, the California event raised $233,000.

It is Jeffrey and the more than half a million babies who are born too soon in our country each year that Sherri lends her voice: “I know I can be loud, but when it comes to speaking up for our babies, we all need to raise our voices.”

March for Babies™ and Bikers for Babies® refer to the events formerly known as WalkAmerica® and Ride.

moms spread the word

This fall, moms and families shared the stories of their healthy babies and little fighters to raise awareness for the March of Dimes. Leading up to Prematurity Awareness Month in November, they met up with our Every Baby Has a Story™ motor coach in 16 U.S. cities to record their video diaries. Farmers Insurance Group donated $20 for every story told.

At marchofdimes.com/everybaby, moms continue to create Web pages, or scrapblogs, for the babies they love, weaving their personal stories into March of Dimes history. With its colorful quilt design and special content, the site has become a virtual keepsake for family and friends.

walkers are tops

The 2007 March for Babies™ Top Adult Walker award went to loyal volunteer Tom Russo. Tom, Treasurer of the March of Dimes national Board of Trustees, raised a whopping $127,000 and took the #1 spot for an unprecedented third consecutive year. Walking with his family, he carries on a tradition that started in the ’50s when his mother Tina founded the March of Dimes Staten Island Chapter in New York. The Tina Russo Youth Leadership Award, set up in her memory, is presented to the Top Youth Walker every year.

By raising $28,500 for babies in Maryland, Milya Burian topped all other youth walkers in the country, as well as her own 2006 record, earning her the Russo award. Since second grade, the 12-year-old veteran fundraiser has been using a proven business plan that includes selling Beanie Babies® and tapping her mother’s business contacts for sponsorship money.

In the family teams category, Team Jessica received top honors. Jessica Schwartz, a lively 6-year-old from Westport, Connecticut, inspired her family to raise an incredible $120,525. You’d never tell by looking at her today, but Jessica was born 12 weeks premature and overcame a tremendous number of challenges. The $116.4 million raised by March for Babies this year may save future babies from being born too soon.
“fun” raising

soiree at per se

World-renowned chef Thomas Keller joined longtime Chairman Robert Chavez, President of Hermes Paris, in hosting the 2007 New York Gourmet Gala®. At Keller’s Michelin three-star restaurant Per Se, guests were treated to a tasting fit for a king and bid on luxury items at a silent auction. An amazing $405,000 was raised to benefit New York’s babies.

highway to hope

More than 8,000 bikers descended on the Kansas City speedway as part of an exhilarating 88-mile, all-Kansas ride. The Bikers for Babies® event was hosted by local radio personality and avid motorcyclist Johnny Dare. At the end of the journey: good food, exciting entertainment and live music. With babies’ futures riding on their efforts, Kansas City’s bikers raised a record-breaking $717,000.

fine dining and high culture

More than 350 of Atlanta’s who’s who enjoyed an “Evening of Culinary Excellence” at the exquisite Four Seasons and raised an elegant $420,000 for the March of Dimes. Talented young violinists greeted patrons in style with classical selections. The evening continued with fine dining and an exciting live auction. Honorees were the Voyles family, of Ed Voyles Automotive Group, for outstanding service to the community.
hawaii notables have a ball

No task is too big when done together, goes an old Hawaiian proverb. The 800 guests attending the 12th annual Governors’ Ball at the Sheraton Waikiki showed just how big they could give to the islands’ smallest keikis: babies. The formal event raised $434,000 and honored Kyo-ya Hotels & Resorts and Starwood Hotels & Resorts for generosity in the local community.

dress code: black tie and flower lei

stronger communities, healthier babies

Over a decade ago, Ed Tonnessen’s company, Albert B. Ashforth, Inc., was honored at the very first Connecticut Real Estate Awards Breakfast. Tonnessen so enjoyed the event that he has chaired it for the past nine years. In 2007, more than 800 industry professionals sat down for breakfast at the Westin, Stamford, and came through for babies by raising $536,000. The March of Dimes honored Antares Investment Partners of Greenwich for their contributions to the community.
Kmart

Kmart continues to distinguish itself as the March of Dimes longest standing corporate partner and contributor — giving more than $63 million over the past 24 years to meet the needs of moms and babies. Since 1984, Kmart’s commitment to giving every baby a healthy start has remained constant, and its focus on associate team building and performance enthusiastically carries over to their incredible customers. March for Babies 2007 marked Kmart’s 24th year in partnership with March of Dimes and 23rd year as the No. 1 corporate contributor, raising $7.4 million.

“We truly owe the success of this campaign to Kmart’s customers and associates who so generously embrace March of Dimes and its mission to discover new ways of giving every baby a healthy start.”

Don Germano
Senior Vice President
General Manager
Kmart Retail
Sears Holdings Corporation

CIGNA

CIGNA has been a national sponsor of March of Dimes March for Babies for the last 13 years. Since 1994, CIGNA and its employees have contributed nearly $21 million to help the March of Dimes improve the health of babies and their families and foster healthier communities. In March for Babies 2007, CIGNA raised $1.5 million — placing it 8th in the nation. CIGNA also is a national sponsor of the March of Dimes Prematurity Campaign.

“Our sole focus at CIGNA — the reason we’re in business as a health services company — is to do all we can to improve the health, well-being and security of the millions of people around the globe who depend on us. We’re all about enhancing the quality of life for men and women, children and their families. And that’s precisely why we stand shoulder to shoulder with the March of Dimes in the ongoing fight against premature birth and birth defects. Working together, we can win this battle.”

H. Edward Hanway
Chairman
Chief Executive Officer
CIGNA Corporation

Farmers

Through sponsorships of March for Babies, the NICU Family Support® project, multi-market Bikers for Babies® events, and Be a Hero for Babies Day, Farmers ended 2007 by breaking all previous fundraising records. The $4.5 million raised in 2007 brings the total raised by Farmers agents, district managers and employees to nearly $19 million over the 20-year history Farmers shares with March of Dimes.

“As Farmers celebrates its 80th anniversary in 2008, we reflect on some of the great work our agents and employees have done over the past 20 years in supporting the March of Dimes by raising awareness, along with millions of dollars to benefit healthy mothers and their babies. In 2007, the Farmers family raised over $4.5 million, through March for Babies and our unique “Be a Hero for Babies” campaign. In 2008, we plan to be even more heroic and raise the bar higher than ever before.”

Paul Hopkins
Chief Executive Officer
Farmers Insurance Group
Famous Footwear

Famous Footwear strengthened its commitment by educating its customers and employees about the importance of our mission. The company’s successful “Give hope” in-store fundraising campaign, coupled with employee participation and donations from the Official Shoes of March for Babies, resulted in more than $1.3 million, ranking Famous Footwear as one of the Top 10 March for Babies teams nationwide. Since 1997, customers and associates have contributed nearly $5.4 million to ensure that all babies are born healthy.

“As a national sponsor of March for Babies, I am extremely proud of the partnership we’ve built with the March of Dimes over the past four years. Our consumers and employees have embraced the cause by contributing to our in-store fundraising campaigns and purchasing the Dr. Scholl’s® Official Shoes of March for Babies. We are grateful for the opportunity to help further the important work March of Dimes is doing to give every baby a healthy start.”

Joe Wood
President
Brown Shoe Retail (Famous Footwear)

FedEx Corporation

Focusing on our common mission of on-time deliveries, FedEx continues to raise millions of dollars and awareness through the company’s national sponsorship of March for Babies and the Prematurity Campaign. In their third year as a national March for Babies sponsor, FedEx associates from all operating companies, including a strong push from FedEx Kinko’s, set a record and contributed more than $2 million, ranking the company as the No. 7 March for Babies team in 2007. FedEx has supported March of Dimes through participation in March for Babies since 1979.

“FedEx is proud to share with the March of Dimes a commitment to ensuring on-time, healthy deliveries. Over the years, the March of Dimes has helped thousands, including many FedEx employees, who have had premature babies or have been connected to someone who has. We hope that through this national sponsorship we can assist many more.”

David Bronczek
CEO
FedEx Express

Continental Airlines

As a second-year national sponsor of March for Babies and the foundation’s distinguished National Ambassador Program, Continental Airlines led our corporate partners in bringing the March of Dimes mission to their employees and customers. Through in-flight and online media, communication to Rewards members and encouragement of March for Babies participation to an employee base 44,000 strong, Continental reached hundreds of thousands of families with important information about having healthy pregnancies and healthy babies. Continental’s March for Babies team raised more than $370,000 during the 2007 campaign.

“As the Official Airline of the National Ambassador Program and national sponsor of March for Babies, Continental co-workers and their families and friends are proud to come together with the March of Dimes to raise funds to help give every baby a healthy start.”

Larry Kellner
Chairman and CEO
Continental Airlines
march for babies™

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funding the mission

In 2007, gross contributions to the March of Dimes included:

• March for Babies.................................$116.4 million
• Special Events....................................$45.5 million
• Mail Donations...................................$45.8 million
• Mothers March®.................................$19.5 million
• Major Gifts, including Bequests, President’s Society and Government Grants..............$23.4 million
little firecracker

Expected to be her family’s Halloween treat, Catharine Aboulhouda instead arrived on the Fourth of July, weighing 1 pound, 10 ounces and just 12 inches long. Her mom, Susan, recalls: “Most parents dream of the moment their child is born and holding them only seconds after; but for my husband Mike and me, it would be a very long time before we could ever cuddle or hold our precious little girl.”

After almost four months in the NICU, Catharine went home with her parents and big brother Michael, still fragile enough to need monitors and oxygen. Amazingly, she has no lasting consequences of being born 16 weeks early, thanks in part to medical advances developed and funded by the March of Dimes.

Today, Catharine, from Allentown, Pennsylvania, is a healthy 5-year-old with the energy of a fire-cracker — she loves singing, dancing, reading with her grandparents and swimming with Michael. As the 2008 National Ambassador, she will travel around the country with her parents, sharing her story to help others understand the seriousness of premature birth, and the importance of supporting the March of Dimes mission to help all babies be born full term and healthy.