the year 2009

The March of Dimes is working toward a future when all children will be born healthy. We offer health information to moms, and we help comfort families if something goes wrong. We research the problems that threaten our babies and work on preventing them.

Despite a very challenging and volatile economy, which caused our operating revenue to decline, the March of Dimes was financially stable and finished the year with a balanced budget. Thanks to the millions of volunteers and donors who supported our mission, we were able to achieve many results:

- We awarded more than $20 million for research grants focused on better understanding, and eventually preventing, birth defects, premature birth and infant mortality.
- Due to March of Dimes advocacy, states can now enroll pregnant women in Children’s Health Insurance Programs and measure the quality of Medicaid pediatric and perinatal care. Our advocacy also strengthened federal support for newborn screening and secured new funding for prematurity and birth defects programs.
- We expanded March of Dimes NICU Family Support® to 94 hospital locations, providing services to more than 75,000 families in communities across the country.
- We reached out to women through a variety of media channels on urgent health topics like the importance of folic acid, H1N1 flu shots and the risks of early elective c-sections or inductions.
- More than 200 businesses now offer our workplace wellness program, Healthy Babies Healthy Business®, to their employees. And because of our mom-friendly workplace, we were included in the prestigious 2009 Working Mother 100 Best Companies list.

We released a white paper with the first global estimates of preterm birth and made the case that preterm birth is a global crisis — 13 million babies are born too soon each year, and 1 million die.

Thank you for making our work possible. Your commitment ultimately means more babies will be born healthy.

Dr. Jennifer L. Howse
President

Kenneth A. May
Chair of the Board
moms speak out

During November, Prematurity Awareness Month®, thousands of moms joined the fight for preemies on our Web site, in local communities and on their blogs. With 13,200 blog posts, March of Dimes moms reached more than 3 million readers, helping spread the word on the serious problem of premature birth.

Also during November, the March of Dimes released our second annual Premature Birth Report Card, grading the nation and each state on its rate of premature birth. With the average grade of “D,” much work is needed to help make sure all babies born in America get the healthy start they deserve. In 2009 alone, 543,000 babies were born too soon in our country. Many suffer lifelong health problems, and some die.

The March of Dimes is addressing the problem from many angles: from funding lifesaving research to getting laws signed that will improve health care for women and babies. We educate and empower moms-to-be and are there to support families affected by premature birth.

hope for babies

In 2009, the March of Dimes invested $20.3 million in research to improve the health of babies. Scientists are investigating how Mom’s weight and abnormalities in genes can contribute to obesity in her children. This could lead to new treatments to prevent obesity and help moms have healthy babies.

Babies born too soon often have immature lungs and breathing problems. Certain drugs, called corticosteroids, can help them breathe easier but also pose a risk for brain damage and cerebral palsy. One grantee found that some corticosteroid drugs interact with genes that regulate brain development after birth. Other corticosteroids do not, and a simple change in drug choice may help prevent brain damage in premature babies.

We invested $2.7 million of the total research budget in Prematurity Research Initiative grants to seven scientists looking for answers and preventions. One of these grantees, Jennifer Condon, PhD, at the University of Pittsburgh, is investigating whether an early drop in the enzyme (protein) caspase-3 levels triggers labor. If so, it may be possible to develop methods to regulate enzyme levels and help women carry to term.

stronger families

Healthy families begin even before pregnancy. Through our Web site and in local communities, the March of Dimes reaches millions of women with information and resources they need to prepare for pregnancy and their new baby. In 2009, we provided 426 chapter community grants and awards, totaling more than $6 million, to enhance the availability and quality of health care and prevention services for more than 980,000 pregnant women and women of childbearing age.

The March of Dimes also is there for families when something goes wrong. In hospitals across the country, NICU Family Support provides comfort and information to the parents of premature and sick babies. Through this program and Share Your Story, our online community for families with a baby in intensive care, we support 75,000 families each year.

Nearly 60,000 March of Dimes e-Advocates, representing every state across the nation, used the Web to reach their elected officials in support of expanding health coverage for pregnant women and children, improving newborn screening and birth defects surveillance, creating smoke-free public places and more. Moms, babies and their families benefit from all these efforts.
thanks to you

Thank you to our volunteers, donors, sponsors and partners. You showed you care about babies and helped bring in more than $228.7 million in total revenue and sponsorship.

In 2009, we had the support of celebrities like Halle Berry, Gretchen Carlson, Kelly Clarkson, Michael and Laurie Gelman, Chef Rock Harper, Nicole Kidman, Jennifer Lopez, Nancy O’Dell, Sherri Shepherd and Dee Snider. They helped raise funds and awareness of our mission.

Millions of people took part in special events in their communities with family, friends and co-workers. Special thanks go out to the 20,000 companies in 900 communities who were a part of March for Babies®. In 2009, these companies raised $75 million of the $100 million total and made our work possible. Kmart, our number one supporter, has been a top partner for 26 years. Last year, Kmart customers and associates raised an astounding $8.3 million. Here are our Top 10 teams for March for Babies:

- Kmart
- Farmers
- Citi
- Publix Super Markets, Inc.
- CIGNA
- Bank of America
- FedEx
- Wells Fargo & Company
- Famous Footwear
- Knowledge Learning Corporation
Kmart

“Kmart is proud to have maintained such strong ties to the March of Dimes organization over these past 26 years. The dedication of our associates and customers alike has allowed us to exceed expectations, with more than 1,750 Kmart associates walking in March for Babies events across the country, and raising $8.3 million last year. This cause is very important to our family, and it means a great deal to continue to be able to make a difference in the lives of families across the country and give their babies a chance for healthy lives.”

W. Bruce Johnson
Interim CEO and President
Sears Holdings Corporation

The March of Dimes is proud to recognize Kmart as the Foundation’s longest-standing corporate partner and largest contributor to its mission, having raised nearly $80 million over the past 26 years. Kmart customer and associate contributions continue to reach heights never attained by any other corporation in our history, with March for Babies® 2009 raising an astounding $8.3 million. This initiative is part of Kmart for Kids℠, the umbrella program for Kmart’s philanthropic initiatives, which focuses on improving children’s health and wellness. The strength of this partnership, the desire to ensure the health of all babies and the sheer passion and compassion of Kmart customers and associates continues to inspire us all.

Farmers

“At Farmers, we’re proud of our long-standing partnership with an organization that does so much good. Despite the challenges of a difficult economy, our family of agents and employees continue to raise money and awareness in support of the March of Dimes mission of preventing birth defects, premature birth and infant mortality. Our 2010 fundraising campaign is already in high gear, and that’s good news for babies everywhere.”

F. Robert Woudstra
CEO, Farmers Group, Inc.

As the nation’s third-largest personal lines property and casualty insurance group, Farmers is committed to improving the communities where its customers, agents and employees live and work. Through sponsorship of March for Babies, Signature Chefs® events, Bikers for Babies® events and its own Be a Hero for Babies Day℠, Farmers agents and employees raised almost $4.8 million in 2009. That means Farmers has raised nearly $30 million during its 22-year partnership with the March of Dimes.
FedEx Corporation

“FedEx is proud to share a commitment with the March of Dimes to on-time, healthy deliveries. Over the years the March of Dimes has helped thousands, including FedEx team members, who have had premature babies or have been connected to someone who has. Through this national sponsorship, we hope our support will help the March of Dimes in their efforts to reduce the number of premature births.”

David Bronczek
CEO
FedEx Express

FedEx promotes a culture that values community service and good corporate citizenship. Since 1979, FedEx has supported the March of Dimes through participation in March for Babies. During this time, FedEx has raised millions of dollars for our common mission of “Deliveries, on Time.” As a national March for Babies sponsor in 2009, tens of thousands of FedEx employees from all operating companies joined their local FedEx March for Babies team to contribute more than $1.6 million, ranking the company as the No. 7 team nationwide. 2009 also brought the March of Dimes first appearance on the NASCAR® circuit, thanks to the FedEx Office No. 11 car, which was painted “March for Babies” during a spring race. FedEx is a national sponsor of the March of Dimes Prematurity Campaign as well.

CIGNA

“Helping individuals improve their health, well-being and sense of security is what CIGNA is all about — it’s what motivates our team to come into work every day. This is why we’ve been a proud national sponsor of the March of Dimes since 1995. And while progress has been made in the last 15 years with more mothers carrying their babies full term, there is so much more to do. The social, emotional and economic toll that preterm births take on families and society is devastating. Partnering with the March of Dimes is one way we can move toward a day when all babies get a healthy start in life.”

David M. Cordani
President and CEO
CIGNA

2009 marked CIGNA’s 15th year as a national March for Babies sponsor. Along with a strong commitment to help the people they serve achieve good health, well-being and security, CIGNA also fosters a company culture that encourages active volunteerism to support the communities in which employees work and live. The company and its employees have contributed nearly $25 million dollars to help give all babies a healthy start. In addition to March for Babies sponsorship, CIGNA has been a national sponsor of the March of Dimes Prematurity Campaign since 2003. CIGNA’s dedicated employees serve on local March of Dimes boards, participate in special events and reinforce the March of Dimes mission through public awareness activities.

Famous Footwear

“I continue to be extremely proud of our ongoing partnership with the March of Dimes. The dedication of our home office and store associates in more than 1,100 stores for such a worthy cause is reflected in their successful efforts in 2009, raising total contributions above 2008 results. Given last year’s difficult economic environment, this was quite an achievement. However, Famous Footwear’s commitment for 2010 is to exceed our 2009 total, helping to ensure that every baby is given a chance at a healthy start. Famous Footwear’s fundraising campaign embraces the goals of the March of Dimes, not only financially, but also emotionally. We look forward to another successful year.”

Joe Wood
President of Brown Shoe Retail
(Famous Footwear)

2009 marked Famous Footwear’s 6th year of national sponsorship for March of Dimes March for Babies. The company’s in-store, customer-donation fundraising campaigns continue to meet and exceed the million-dollar mark annually, showing the dedication of associates and customers to make a difference for our smallest citizens. Famous Footwear also continues their collaboration with Dr. Scholl’s® to offer consumers the “Official Shoe of March for Babies,” which is available exclusively at Famous Footwear stores nationwide and online at famousfootwear.com. Since 1997, Famous Footwear customers and associates have contributed more than $8.2 million.
Continental Airlines

“Serving the March of Dimes and our community in this capacity is an honor. We remain committed to the March of Dimes and its mission to prevent birth defects, premature birth and infant mortality, and we look forward to another successful campaign together.”

Jeff Smisek
Chairman, President and CEO
Continental Airlines

Continental Airlines is dedicated to supporting the March of Dimes. As a national sponsor of March for Babies and the official airline for the Foundation’s distinguished National Ambassador Program, Continental Airlines is raising awareness and 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 41,000 strong, Continental reached hundreds of thousands of families with important information about having full-term pregnancies and healthy babies. Total contributions by Continental’s dedicated employees reached $1.3 million.
March for Babies®

National Sponsors
Kmart
CIGNA
Farmers Insurance Group
FedEx
Famous Footwear
Liberty Tax Service
Continental Airlines

Additional National Sponsorship Provided by
First Response
Mead Johnson Nutrition
Ther-Rx Corporation

Media Sponsors
American Urban Radio Networks
Arkansas State Radio
Business TalkRadio Network
Citadel Media
Dakota Radio Group
Dial Global Local
Genesis Communications Radio Network
Lifestyle TalkRadio Network
Minnesota News Network
Modavox, Inc./VoiceAmerica Network
National Radio Network
North Carolina News Network
PaperChain
Radio America
Salem Radio Networks
Tennessee State Radio Network

Top March for Babies Teams
Kmart
Farmers Insurance Group
Citi
Publix Super Markets, Inc.
CIGNA
Bank of America Corporation
FedEx
Wells Fargo & Company
Famous Footwear
Knowledge Learning Corporation

Prematurity Campaign

National Sponsors
CIGNA
FedEx
Hologic
Johnson & Johnson Pediatric Institute, L.L.C.
Motherhood Maternity

National Media Sponsors
American Baby
Working Mother Media
Babytalk

Additional Media Sponsors
American Urban Radio Networks
Arkansas State Radio
Citadel Media
Dial Global Local
Genesis Communications Radio Network
Minnesota News Network
Modavox, Inc./VoiceAmerica Network
National Radio Network
North Carolina News Network
Northern Broadcast System
Radio America
Salem Radio Network

NICU Family Support®

National Sponsors and Supporters
Ther-Rx Corporation
MedImmune, Inc.
Scholastic, Inc.
Farmers Insurance Group
Engle Family Foundation
PerkinElmer
Dey, L.P.
Funding the Mission

In 2009, gross contributions to the March of Dimes included:

- March for Babies .......... $100.7 million
- Special Events ............. $38.6 million
- Mail Donations ............. $44.7 million
- Mothers March® ........... $15.0 million
- Major Gifts, including Bequests, President’s Society and Government Grants...... $15.6 million
The March of Dimes gratefully acknowledges the generosity of all donors who made gifts between January 1, 2009 and December 31, 2009. Each gift we receive is important because it helps us save and change lives. Space does not allow us to recognize the millions of individuals, companies and foundations that have supported us in the past year. But our sincere appreciation is extended to all contributors.

National Corporate Partners

$5 Million+
Kmart

$3 Million+
Farmers Insurance Group

$1 Million+
Bank of America Corporation
CIGNA
Citi
Famous Footwear
FedEx Corporation
Knowledge Learning Corporation
Macy’s
Publix Super Markets, Inc.
Wells Fargo & Company

$500,000+
ACE America’s Cash Express
AT&T
Bank of the West
Liberty Tax Service
Sutter Health
Wal-Mart

$100,000+
AIG
Air Liquide America LP
Alpha Phi Alpha Fraternity
AmeriCredit Corp
AMERIGROUP Corporation
BB&T
Big 5 Sporting Goods
Blue Cross/Blue Shield
California Department of Motor Vehicles
Capital One Financial Group
Carson Pirie Scott
Centene
CISCO Systems
City of Los Angeles
Comerica Bank
Continental Airlines
Corpus Christi ISD
Dell, Inc.
Ernst & Young
Express Scripts
FBLA-PBL
First Response
Garland ISD
General Electric
Hardin Construction Company
HCA INC
Health Net
H-E-B
Hess Corporation
Johnson & Johnson
JPMorgan Chase
Kaiser Permanente
KeyCorp
Kiwanis International
Kohls
KPMG
The Kroger Co.
Kuni Automotive
Lockheed Martin
Long Drugs Stores
Los Angeles County
Michelin North America
Milliken & Company
Morgan Stanley
Northside Hospital
PNC Bank
PSE&G
Regions Financial Corporation
Reliant Energy
Sanofi Pasteur
Save Mart
Sprint
State of California (State)
State of Florida (City & County)
Sterling Bank
SunTrust Bank, Inc.
TCF Bank
Texas Health Resources
UAW/Big Three Automakers
University of Phoenix
U.S. Bank
Vought Aircraft Industries, Inc.
Zeta Phi Beta, Sorority, Inc

National March for Babies® Sponsors
Kmart
Farmers Insurance Group
CIGNA
Continental Airlines
Famous Footwear
FedEx
First Response
Liberty Tax Service
Mead Johnson Nutrition
Ther-Rx Corporation

Special Trustee Recognition
Shannon Brown
Fed Ex Express
LaVerne H. Council
Johnson & Johnson
Gary M. Dixon
Ernst & Young

Steven Freiberg
Citi
Robert F. Friel
PerkinElmer, Inc.
Don Germano
Kmart
Jerome T. Lienhard
SunTrust Banks, Inc.
Joseph W. Wood
Famous Footwear
F. Robert Woudstra
Farmers Group, Inc.

Prematurity Campaign

National Sponsors
CIGNA
FedEx
Hologic
Johnson & Johnson Pediatric Institute, L.L.C.
Motherhood Maternity

National Media Sponsors
American Baby
Working Mother Media
Babytalk

Prematurity Campaign Partners
American College of Obstetricians and Gynecologists
American Academy of Pediatrics
Association of Women’s Health, Obstetric and Neonatal Nurses
State Prematurity Fund
These individuals, corporations and foundations are supporting the Prematurity Campaign through $10,000+ gifts directed to state-level funds established for this purpose.

Janet Estes
Jere and Angie Garde
C. Dan Joyner
Mr. and Mrs. Larry Liebert
Mr. and Mrs. Robert Linder
Jane Massey
Select Health of South Carolina, Inc.

NICU Family Support®
Ther-Rx Corporation
MedImmune, Inc.
Scholastic, Inc.
Farmers Insurance Group
Engle Family Foundation
PerkinElmer
Dey, L.P.

These individuals, corporations and foundations have made gifts of $10,000+ to local projects that provide information and comfort to families with a newborn in neonatal intensive care.

Laura and John Arnold Foundation
Atlanta Medical Center
Avera Foundation
Bank of America
BlueCross BlueShield of Delaware
Brown Shoe Company, Inc.
ChoicePoint
Commonwealth of Pennsylvania
The Community Foundation of Greater Birmingham
The Douglas and Erika Kramer Foundation
CVS/pharmacy
Dulles Greenway
Deborah and S. Cody Engle/Engle Family Foundation
Geisinger Health System
The Hamil Foundation
William G. and Myrtle E. Hess Charitable Trust
Dr. Jennifer L. Housw
INOVA Fairfax Hospital for Children
— Falls Church
The Link Foundation
Mayer Family Foundation
Denis and Kathleen McFarlane/Infinitive
Molinello Family Foundation
NC Children's Hospital at UNC Health Care
Norton Healthcare Foundation
Proctor & Gamble Company
University of Arkansas Medical Sciences
Whalley Foundation

Prematurity Research Initiative
These individuals, corporations and foundations have made gifts of $25,000+ to research directly related to prematurity.

Emma and Frederick Goltz
Anonymous

Hurricane Assistance Fund
These donors made significant outright contributions to meet the immediate and ongoing needs of pregnant women and babies impacted by Gulf Coast hurricanes and their aftermath.

As part of the $100 million Qatar Katrina Fund, the People of Qatar provided a grant of $3 million to the March of Dimes Hurricane Assistance Fund to acquire and operate three mobile health centers. The centers are providing much-needed medical care to pregnant women, new mothers and babies in areas ravaged by Hurricane Katrina.

President's Society
Founded in 1998 to recognize exceptional individuals and families who establish a personal tradition of giving by making a significant, outright financial commitment to our mission annually.

Corporate and Foundation Leaders
A philanthropic affiliation that recognizes outright gifts of corporations and foundations.

Franklin Delano Roosevelt Circle
32nd President; founded the March of Dimes in 1938.

$1,000,000+ in 2009
The People of Qatar

$1,000,000+ in Lifetime
Daniel Rosenblum, N.Y.
The Harry & Jeanette Weinberg Foundation, Inc., Hawaii
Basil O'Connor Circle
Friend and former law partner of FDR; March of Dimes founding Chairman and President, 1938-1972.

$500,000-$999,999 in Lifetime
Select Health of South Carolina, Inc., S.C.
Anonymous

Dr. Jonas Salk Circle
Virologist; selected by March of Dimes to lead research on polio viruses; developed killed-virus vaccine found safe, effective and potent in 1955.

$250,000-$499,999 in Lifetime
Molinello Family Foundation, Mich.

Dr. Virginia Apgar Circle
Developed the Apgar Score, a clinical system for evaluating an infant’s condition at birth; remains standard in obstetrical care. Dr. Apgar worked for the March of Dimes as Medical Director from 1959 until her death in 1974.

$100,000-$249,999 in 2009
Children's Healthcare of Atlanta, Ga.

$100,000-$249,999 in Lifetime
Anthem Blue Cross and Blue Shield Foundation, Ohio
Samuel F. Chevalier, N.J.
Deborah and S. Cody Engle/Engle Family Foundation, Ill.
Dulles Greenway, Va.
Michele Fabrizi, Penn.
Geisinger Health System, Pa.

W. C. and Susan Gentry, Fla.
Emma and Frederick Goltz, Calif.
Greg Gumbel, Conn.
Peter R. and Cynthia K. Kellogg, N.J.
Joyce and Larry Lacerte, Conn.
Frank T. Maclnnis, Conn.
Kenneth and Tosa May, Texas
Thomas and Marcy Russo in memory of Philip DeCristofano, N.J.
Rick and Jill Salwen, Texas
Dr. Bernard and Mrs. Sheila Small, N.J.
Frederick W. Telling, PhD, Fla.
NC Children’s Hospital at UNC Health Care, N.C.
Mr. and Mrs. Mark Van Stekelenburg, Ga.
Nina and Michael Whitman, N.Y.
Anonymous

Chairman’s Circle
$50,000-$99,999 in 2009
Janet Baldwin Trust, Hawaii
Kathy Behrens, N.Y.
Mary Allen Lindsay Brannan Foundation, Ga.
CareFirst BlueCross BlueShield, Md.
ChoicePoint, Ga.
Joe Gordon, Md.
Missouri Foundation for Health, Mo.
Alice Pizzo, N.Y.

$50,000-$99,999 in Lifetime
The Albrecht Family Foundation, Mo.
Aves True Temper, Pa.
Avera Foundation, S.D.
Holly Becker and Michael Zimmerman, N.Y.
Brown Shoe Company, Inc., Mo.
CAMC Foundation, W.Va.
Harry and Carole Capell, N.J.
The Anne L and George H Clapp Charitable and Educational Trust, Pa.
CVS/pharmacy, R.I.
Gretchen and Terry Deaton, Tenn.
Delaware Health Fund, Del.
The Donnini and Rudolph Family Charitable Foundation, Ill.
Jere and Angie Garde, Ga.
Lucile M. Harford, Fla.
Kerry and Marc Haylock, Calif.
James and Pamela Hegarz, Ariz.
The Edward L. Hennessy, Jr. and Ruth S. Hennessy Foundation, N.J.
Mr. Morton Hodgson III, Ga.
INOVA Fairfax Hospital for Children — Falls Church, Va.
Mr. and Mrs. Donald J. Israel, Tenn.
Judly and Lew Kramer, N.Y.
Lilly's Gift Foundation, Calif.
Mr. and Mrs. Robert Linder, Ga.
Jane Massey, Kan.
Mr. Carrell McCullar, Tenn.
Denis and Kathleen McFarlane/Infinitive, Va.
Memorial Health University Medical Center, Ga.
Mr. and Mrs. Patrick Mulcahy, Mo.
Norton Healthcare Foundation, Ky.
Margot Perot, Texas
Thomas M. Rinehart, Mich.
Anthony Russo, PhD, N.Y.
Mark Selcic, Calif.
Joseph R. Siegelbaum, N.Y.
Frank and Beth Stabile, Texas
University of Arkansas Medical Sciences, Ark.
The Wissly Family Foundation, Del.
Roger and Judith Widmann, N.Y.
Mark and Stacey Zoland, N.Y.
Anonymous

Visionary Circle
$25,000-$49,999 in 2009
William S. Abell Foundation, Inc., Md.
Alegent Health Care Marketing, Neb.
Brookwood Medical Center, Ala.
John Burbank, N.Y.
LaVerne H. Council, N.J.
Katherine Deniston, Conn.
The Hamil Foundation, Texas
Clifford Jack, Colo.
Grace Lamb, N.Y.
Mayer Family Foundation, Ill.
Mercy Health Center, Okla.
Palmetto Health, S.C.
Donald and Darlene Shiley, Calif.

$25,000-$49,999 in Lifetime
Atlanta Medical Center, Ga.
John and Marcie Baker, S.C.
Bank of America, Del.
Barbara and Barry Beracha, Mo.
The Louis L. Borick Foundation, Calif.
Francis Brethwaite Trust, Pa.
CentraCare Health Foundation, Minn.
Beverly and Al Childs, Texas
The Community Foundation of Greater Birmingham, Ala.
Tammy Craft, Okla.
Lawrence J. and Florence A. De George, Fla.
Dana Dortone and Stephen F. Esser, Pa.
Mr. and Mrs. Douglas L. Dupuy, Colo.
Frank and Carole Gori, Ohio
Terry Hazard, Calif.
Dr. Jennifer L. Housw, N.Y.
IBM, N.Y.
David J. Johnson, Ore.
C. Dan Joyner, S.C.
The Steve Boren Foundation, N.J.
Crssty and Kelly Kidwell, Calif.
Robert A. Kindler, N.Y.
Richard and Darleen Kleinert, Calif.
The Leon Levine Foundation/Levine and Levine, N.C.
Lincoln Financial Group, Neb.
Robert London, Colo.
Lillian Lorber Charitable Trust, N.J.
Mary H. and Joseph H. Marshall, Calif.
Sean McManus, N.Y.
Rosely and M. "Cresley" Miller, Fla.
Judith Nolte, N.Y.
The Pond Family, Calif.
John H. Robic, N.J.
Marian and David A. Rocker, Fla.
W. Michael Savin, Calif.
Jerry and Bracha Sliper, N.Y.
Kurt N. and Katherine L. Simon, N.Y.
Lee S. Simonson, N.J.
David R. Smith, Md, N.Y.
State of Georgia Employees, Ga.
Bobbi and Mort Topfer, Texas
Veragen Foundation, S.C.
Bruce and Freda Vladeck, N.Y.
David H. Wells, Md, S.C.
Anonymous (2)

Pacesetter Circle
$10,000-$24,999 in 2009
American Direct Marketing Resources, N.Y.
Alegent Health Care Marketing, Neb.
Blue Cross & Blue Shield of Alabama, Ala.
Blue Cross/Blue Shield of Kentucky, Ky.
BlueCross BlueShield of Delaware, Del.
Joseph L. Briggs, N.Y.
The Douglas and Erika Cramer Foundation, N.Y.
Delta Dental Federal Services, Calif.
Dominick Denucci Foundation, N.Y.
Epic Systems Corporation, Wis.
Carol Evans, N.Y.
Michael and Annie Falk, Fla.
Richard H. Gold, Md., Calif.
Matthew Goldman, N.J.
Grady Memorial Hospital, Ga.
Greater Kanawha Valley Foundation, W.Va.
Greenville Hospital System University Medical Center, S.C.
Griswold Industries, Calif.
Lester and Ellen Hightower, Fla.
Jim Hunter, Texas
Phil Jenkins, Mich.
Nick Lachey Foundation, Ky.
The Link Foundation, Texas
Manati Medical Center/Vanessa Vega/Brendaliz Avila, Puerto Rico
The Nebraska Medical Center, Neb.
Sue S. Neuhoff, Texas
Alison R. Olibanth, Ala.
Cynthia Pace, S.C.
Elizabeth and Gary Petersen, Texas
Proctor & Gamble Company, Ohio
William L. and Mae Salcone Charitable Trust, N.Y.
Aimee and Wynne Sneed, Texas
Whalley Foundation, Texas
Pamela Wiley, MD, Calif.
Barbara B. Willis, S.C.
Anonymous (6)

$10,000-$24,999 in Lifetime
Above All Plumbing, Inc., Calif.
Ellen Alemnay, Del.
Miriam Arordon, N.Y.
Tommy Bagwell, Ga.
Bill Barry, Ill.
Mr. Stuart L. Bascomb, S.C.
Dr. Robert and Lynda Beauchamp, Ariz.
Randy and Debbie Beaver, N.C.
Violet Bell, Texas
Bellevue United Selective Fund, Ohio
Norma Z. Bennett, Ill.
J. B. Margaret Blaungrud Foundation, Texas
Michelle Bode, MD, MPH, N.Y.
Kathy Boggn, N.Y.
Nancy Bombach, Texas
Doug and Maureen Brown, Md.
W. L. Butler, Calif.
Mary Beth Camp, Ky.
David and Reba Campbell, S.C.
Joan and Mark Campbell, Calif.
Nancy and Walt Cardenell, Calif.
Brett Carey, Va.
James and Patricia Cavanagh, Pa.
Ted and Janice Cecala, Del.
Argero J. and Neil A. Clark, N.Y.
Debra Clawson, Ga.
Rita Clements, Texas
The Coast Foundation, Calif.
Joseph M. Cohen, N.Y.
Garrett H.C. Colmorgen, MD, Del.
John Colton, Tenn.
Allen Cox, Ala.
Harvey and Helen Cummings, Tenn.
Dadeks Machine Works, Texas
The Danfor Foundation, Calif.
James W. Dargusch, N.J.
Joshua Davis, N.C.
Mitchell Davis, N.Y.
Robert E. Davis, Ill.
Wade Davis, N.Y.
Debbie Dawson, Fla.
Todd and Sheila DeDecker, Texas
Lisa Deneny, Ga.
Drs. Hema and Paula DeSilva, Conn.
Gary M. and Sheri J. Dixon, Texas
Tracey and Mark Doi, Calif.
Lois W. Dyk, Texas
Daryl Edmonds, Colo.
Colin S. Edwards, N.Y.
Janet Estes, Ky.
Jane L. Fieldcamp, Texas
The Fine Family, Md.
Thomas and Deborah Fiorito, Texas
Brian Flaherty, Calif.
Forgate Foundation, Inc., N.J.
Barry Frank, N.Y.
Twilight and Marc Freedman Foundation, N.J.
Thomas C. Gagen, Calif.
Michael, Leslie and Katie Gillespie, N.C.
Timothy and Laura Goldfarb, Fla.
Mrs. Christine Gomez, Ala.
Baji Govindaswami, MD, MPH, and James Donald Whietaker, Jr., Calif.
Pauline and Dr. Leonard Grainer, Texas
James and Pamela Grange, Colo.
Wayne Gray, Texas
Jill and William F. Greeney, Va.
Greater Milwaukee Foundation’s Trepte Family Fund, Wis.
Bob Grezczyn, N.C.
James R. Greene, Calif.
Rick and Nikki Grover, Wash.
J. Joseph Hale, Jr., Ohio
George & Ruth Harns Foundation, Inc., N.J.
Deborah A. Harsch and Mark D. Colley, Va.
Carol Heller, Texas
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Treasurer’s Report

2009 was the most tumultuous year on record for the March of Dimes, and for the economy in general, since the Great Depression. On the ensuing pages, we present the 2009 and 2008 financial results for the Foundation, including the national office and 51 chapters.

Due to the generosity of the American public, we were fortunate to be able to fund $27 million in research and other community grants, expand our NICU Family Support® initiatives to more than 94 locations, and maintain a strong Program Services Ratio.

In 2009, 75.4 percent of our expenses went to funding program activities, including research, advocacy, community programs and education activities.

As you can see, total Operating Revenue came in at $215 million, a decrease of $27 million compared to the prior year. Through decisive and timely expense cuts, we were able to manage a net operating gain of $2.3 million. The gains on investments reflect the market-related improvement in the Foundation’s Investment Portfolio. The portfolio improved by 23 percent, which helped us regain a portion of the losses we suffered in 2008. The Foundation’s adoption of SFAS #158-Pension Accounting Standard in 2007 resulted in an increase to net assets in 2009 of nearly $19 million due to market-driven gains on our pension assets, again offsetting the pension losses we absorbed in 2008.

As we move forward into 2010, we are hopeful the markets will continue to rebound as well as the general economy, which will allow the March of Dimes to expand its vitally important programs through revenue growth.

We thank our many volunteers and donors and ask for their continued support.

Al Childs
Treasurer
April 10, 2010
Statement of Financial Position  
As of December 31, 2009 and 2008 (amounts in thousands)

<table>
<thead>
<tr>
<th>Assets:</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments, cash and cash equivalents</td>
<td>$116,757</td>
<td>$115,840</td>
</tr>
<tr>
<td>Assets held in trust by others</td>
<td>8,889</td>
<td>8,410</td>
</tr>
<tr>
<td>Land, building and equipment – net</td>
<td>15,809</td>
<td>12,405</td>
</tr>
<tr>
<td>Other assets</td>
<td>15,501</td>
<td>16,872</td>
</tr>
<tr>
<td>Total assets</td>
<td>$156,956</td>
<td>$153,527</td>
</tr>
</tbody>
</table>

| Liabilities:                  |         |         |
| Grants and awards payable     | $24,924 | $36,246 |
| Accounts payable and accrued expenses | 12,038  | 16,866  |
| Accrued postretirement and pension benefit costs | 71,878  | 85,859  |
| Other liabilities             | 4,707   | 6,407   |
| Total liabilities             | 113,547 | 145,378 |

| Net Assets:                   |         |         |
| Operating                     | 101,962 | 80,970  |
| Accrued postretirement and pension benefit costs | (71,878) | (85,859) |
| Total unrestricted            | 30,084  | (4,889) |

|                     |         |         |
| Temporarily restricted | 2,244   | 2,027   |
| Permanently restricted | 11,081  | 11,011  |
| Total net assets      | 43,409  | 8,149   |

Total liabilities and net assets | $156,956 | $153,527 |
### Statement of Financial Activities

*Years ended December 31, 2009 and 2008 (amounts in thousands)*

#### Revenue:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$188,529</td>
<td>$209,032</td>
</tr>
<tr>
<td>Bequests and major gifts</td>
<td>9,007</td>
<td>11,550</td>
</tr>
<tr>
<td>Government, foundation and corporate grants</td>
<td>6,649</td>
<td>9,999</td>
</tr>
<tr>
<td>Investment return appropriated for operations</td>
<td>5,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Other</td>
<td>5,531</td>
<td>6,223</td>
</tr>
<tr>
<td><strong>Total operating revenue</strong></td>
<td><strong>$214,716</strong></td>
<td><strong>$241,804</strong></td>
</tr>
</tbody>
</table>

#### Expenses:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and medical support</td>
<td>$30,742</td>
<td>$40,020</td>
</tr>
<tr>
<td>Public and professional education</td>
<td>79,007</td>
<td>87,295</td>
</tr>
<tr>
<td>Community services</td>
<td>50,429</td>
<td>51,018</td>
</tr>
<tr>
<td>Management and general</td>
<td>21,330</td>
<td>21,465</td>
</tr>
<tr>
<td>Fundraising</td>
<td>30,906</td>
<td>35,020</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>212,414</strong></td>
<td><strong>234,818</strong></td>
</tr>
</tbody>
</table>

**Excess operating revenue over expenses**  
2,302  
6,986

**Investment return greater (less) than appropriated**  
14,040  
(34,881)

**Adjustment in pension liability**  
18,918  
(41,664)

**Change in net assets**  
$35,260  
$(69,559)

A complete copy of financial statements audited by KPMG LLP is available upon request from the March of Dimes Foundation, 1275 Mamaroneck Avenue, White Plains, NY 10605 or on our Web site at marchofdimes.com

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**Expense Allocations for 2009**

- **Program Services** 75.4%
- **Fundraising** 14.6%
- **Management and General** 10%

**Program Services for 2009**

- **Research and Medical Support** 14.5%
- **Public and Professional Education** 37.2%
- **Community Services** 23.7%

75.4% of every dollar spent supports research and programs that help babies.
For seven decades, volunteer leaders of all ages and from diverse backgrounds have expressed their commitment to the March of Dimes, and we are grateful for their dedication and support.

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Prematurity Campaign Alliance Members

Organizations in the professional, consumer, and government arenas have committed to assist the March of Dimes in communicating prematurity awareness and educational messages and working toward reducing the rate of premature birth. They are:

Alpha Phi Alpha Fraternity, Inc.
American Academy of Family Physicians
American Academy of Periodontology
American College of Nurse-Midwives
American College of Osteopathic Obstetricians & Gynecologists
American Dental Association
American Dental Hygienists’ Association
American Hospital Association
American Public Health Association
American Society of Reproductive Medicine
Association of Maternal & Child Health Programs
Association of Reproductive Health Professionals
Association of State & Territorial Health Officials
Black Women’s Health Imperative
Bright Futures
CityMatCH
Council of Women’s & Infants’ Specialty Hospitals
FirstCandle/SIDS Alliance
Future Business Leaders of America—Phi Beta Lambda (FBLA-PBL)
General Federation of Women’s Clubs International
Childbirth Education Association
League of Black Women
National Association of County & City Health Officials
National Alliance for Hispanic Health
National Association of Neonatal Nurses
National Association of Pediatric Nurse Practitioners
National Association of Public Hospitals & Health Systems
National Birth Defects Prevention Network
National Black Nurses Association
National Healthy Mothers, Healthy Babies Coalition
National Health Start Association
National Indian Health Board
National Medical Association
National Perinatal Association
National Rural Health Association
National WIC Association
Nurse Practitioners in Women’s Health
Office of Minority Health Resource Center, U.S. Department of Health & Human Services
Partnership for Prevention
Phi Beta Sigma Fraternity, Inc.
Preeclampsia Foundation
RESOLVE: The National Infertility Association
Sidelines: National High-Risk Pregnancy Support Network
Smoke-Free Families
Society for Gynecologic Investigation
Society for Maternal Fetal Medicine
Society for Public Health Education
Society of Pediatric Nurses
Vermont Oxford Network
Veterans of Foreign Wars Ladies Auxiliary
Zeta Phi Beta Sorority, Inc.

Global Alliance Member

European Foundation for the Care of Newborn Infants

Prematurity Alliance Service Partners

Alpha Phi Alpha Fraternity, Inc.
Future Business Leaders of America—Phi Beta Lambda
General Federation of Women’s Clubs
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Phi Beta Sigma Fraternity, Inc.
Pi Delta Pi Fraternity
Pi Lambda Phi Fraternity
Sigma Gamma Rho
Top Ladies of Distinction, Inc.
— Top Teens of America
U.S. Junior Chamber of Commerce
U.S. Women of Today
Veterans of Foreign Wars/
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Thanks to Staff Photographer,
Jennifer Coate.

March of Dimes

The March of Dimes is proud to offer a mom- and family-friendly work environment. We value diversity and are an equal opportunity employer.

Help us give every baby a healthy start

By donating:
Visit marchofdimes.com or call (800) 742-4657 to give a gift, donate stock or make a bequest, or contact your local chapter.

By volunteering:
Visit our Web site — marchofdimes.com — to find the March of Dimes chapter nearest you.

By joining March for Babies®:
Visit marchforbabies.org to register, form a Family Team, become a sponsor or volunteer.

By contacting our Pregnancy & Newborn Health Education Center®:
For answers to questions about pregnancy and newborn health, visit marchofdimes.com

En Español:
nacersano.org, 1-800-925-1855 o preguntas@nacersano.org

How to make a bequest
Planned Giving is an investment in future generations. In addition to being an important source of funds for the March of Dimes, planned giving helps donors achieve their personal philanthropic, financial, and tax-forgiveness estate planning goals.

Contributors have many giving choices. Making a bequest is the most frequently used method of perpetuating the work of the March of Dimes. There are three types of bequests: a specific bequest, a percentage bequest and a residuary bequest.

For a specific or a percentage bequest, the following language can be used:

“I give to the March of Dimes Foundation the sum of $ ___ (dollars) or ___ % (percent) of my estate.”

The residuary bequest is made after all family and other bequests are complete, and the following language can be used:

“All the residue of my estate, including real and personal property, I give, devise and bequest to the March of Dimes Foundation.”

Before deciding on a planned gift, potential contributors should consult an attorney or financial planner. For more information, you can view the March of Dimes Planned Giving Web site at www.marchofdimesgift.org or call us at 1-800-315-3698.

About endowments
A gift to our endowment is a gift that goes on forever, allowing a donor to leave a permanent legacy to the community. The principal of such gifts is invested in perpetuity, with income dependable consistent with purposes that may be specified by the donor. The donor enjoys the assurance that the gift will always be well managed and well used, even as needs change over the years. Endowed funds strengthen the March of Dimes ability to keep pace even during uncertain economic times.