“Since its founding by President Franklin Delano Roosevelt, the March of Dimes has played a key role in helping our Nation uphold its most fundamental obligation — ensuring the health and well-being of our children.”
Nearly 4 million babies were born in the United States in 2012, and the March of Dimes contributed to better health for each and every one. Our research advances over the past 75 years are still improving health and saving lives for babies today.

**Polio** once killed or crippled tens of thousands of children. Today, thanks to vaccines developed with March of Dimes support, this disease has been eliminated in most of the world.

**PKU** was once the leading cause of inherited intellectual disability. Today, newborn screening tests developed with funding from the March of Dimes detect PKU and other metabolic disorders so that early treatment can save lives. Thanks to advocacy by our volunteers, every newborn has access to these lifesaving tests.

*Above: LaVerne H. Council (left) and Dr. Jennifer L. Howse*
Neural tube defects (NTDs) — certain defects of the brain and spine — used to cause serious health and developmental problems in babies. The March of Dimes national folic acid campaign led to fortification of grain products in 1998 with the B vitamin folic acid, and since then our nation has seen a 26 percent reduction in NTDs.

Respiratory distress syndrome was once the leading cause of infant deaths. Today, it is routinely treated using surfactant, an approach pioneered through March of Dimes research.

In 2012, the March of Dimes built on this lifesaving legacy. In the decade since the launch of our national Prematurity Campaign, rates of preterm birth have reached a 10-year low. We estimate that since 2006, at least 120,000 babies have been spared the consequences of an early birth, and our country has saved at least $2 billion in excess health care costs.

We achieved these campaign results through sustained leadership and partnership across multiple fronts:

- The March of Dimes Prematurity Research Center at Stanford University School of Medicine is pioneering a new transdisciplinary approach to understanding the causes of premature birth. A second multimillion-dollar research center is planned for 2013.

- We have led the drive to eliminate early elective deliveries before 39 completed weeks of pregnancy. This work includes quality improvement initiatives with nearly 100 prominent hospitals, and a national consumer education campaign called Healthy Babies are Worth the Wait®. In 2012, the Department of Health and Human Services built on this approach by launching Strong Start, an initiative to improve birth outcomes.

- The March of Dimes is reaching women with community programs that help them get better prenatal care and adopt a healthy lifestyle. We also bring information and comfort to families through our NICU Family Support® project in 128 hospitals.
• Through our partnership with the Association of State and Territorial Health Officials, health departments in 48 states, Puerto Rico and the District of Columbia have set goals of reducing their rates of premature birth by 8 percent by 2014.

• In 2012, we led the publication of Born Too Soon: The Global Action Report on Premature Birth, the first global estimates of premature birth and recommended prevention and care strategies for the 15 million babies born preterm each year. Our global partners are now pushing forward to bring these lifesaving approaches to countries throughout the world.

We owe our success to the dedication and creativity of volunteers who serve on our boards, evaluate our grants and raise funds to fuel our lifesaving work. In 2012, we raised $219 million in total revenue to invest in programs described in this report.

Founded in 1938 by President Franklin Delano Roosevelt, the March of Dimes has now completed 75 years of service to the American people. Babies born in 2012 have the best chance of any generation to be born healthy due in no small measure to the historic work of the March of Dimes, and to our continuing mission commitment.

Dr. Jennifer L. Howse
President

LaVerne H. Council
Chair
The March of Dimes funded Dr. Jonas Salk whose research led to a “safe, effective and potent” polio vaccine in 1955. The March of Dimes also funded Dr. Albert Sabin’s oral vaccine licensed in 1962.

1949

The March of Dimes funded the development of surfactant therapy to treat respiratory distress syndrome in premature babies. Surfactant has saved the lives of thousands of premature babies.

1985

With their breakthrough of determining the double-helix structure of DNA, March of Dimes grantee James Watson (pictured) with Francis Crick paved the way for mapping the human genome.

1953
2012

Pioneering transdisciplinary research

“The death of any child is a tragedy, but the death of a child from preventable causes is always unjust. This makes our work urgent and motivates us to keep searching for solutions,” says Paul Wise, MD, of the March of Dimes Prematurity Research Center at Stanford University School of Medicine. This urgency underscores why, in 2011, the March of Dimes launched the nation’s first transdisciplinary research center dedicated to identifying the causes

Above: Dr. David K. Stevenson, MD, principal investigator and Professor of Pediatrics at Stanford University School of Medicine.
of premature birth, which results in the death of more than 1 million babies yearly worldwide.

The Center is pioneering a brand-new way of doing science. Teams of specialists from diverse fields — from neonatology and genetics to computer science and infectious diseases — are examining the complex problem of prematurity from every angle.

“The death of a child from preventable causes is always unjust. This makes our work urgent and motivates us to keep searching for solutions.”

Why are we so excited about team science? “The whole idea of putting your brain in someone else’s head and thinking the way someone else might think who comes at the same problem from a very different angle really makes you think out of the box. I come away thinking of new ways of doing my work that I wouldn’t have,” says David Relman, MD. The March of Dimes is funding the Center with $2 million a year and plans to create additional centers.

Preterm birth can happen to any pregnant woman, as team leader Atul Butte, MD, PhD, (below) knows too well. Because his daughter was born at 28 weeks and spent her first 70 days in the NICU, he is personally invested in finding answers. His team is developing new computer science techniques to analyze vast amounts of genetic and environmental data relevant to prematurity and “boil it down to something useful for patients and providers.”

Dr. Butte and his team aim to identify maternal genes and protein biomarkers that could be used to develop diagnostic tests to identify high-risk women, eventually allowing early treatment to prevent preterm delivery. “In a future prenatal visit, we may have an app, where you enter in the parameters and it tells you the woman’s chance of preterm birth,” says Butte.
Saving the sight of the smallest babies — that is the goal of one of the 394 research grants funded by the March of Dimes in 2012. Other topics include preventing sudden death in babies with a hidden birth defect.

Nearly 5,000 babies each year in the United States develop retinopathy of prematurity (ROP), and too often it leads to blindness. In ROP, the growth of abnormal blood vessels in the eye damages the retina (the lining at the back of the eye). Very premature babies who need lifesaving oxygen treatment for breathing problems are at highest risk.

Katherine Amberson Hajjar, MD, (pictured) a grantee at Weill Cornell Medical College in New York City, is investigating whether a protein (annexin A2) helps trigger abnormal growth of blood vessels following oxygen treatment. If so, it may be possible to develop drugs to block the actions of this protein and prevent this sight-threatening condition in tiny babies.

Sudden infant deaths are among the most shocking and tragic events a family can face. When a seemingly healthy baby or toddler dies suddenly due to a severe bacterial infection such as pneumonia, the cause may be a missing spleen. Some of these deaths could be prevented, if the condition was diagnosed on time. Jean-Laurent Casanova, MD, PhD, (above) of the Rockefeller University in New York City, is seeking to identify gene changes that cause lack of spleen development, resulting in an inability to fight off bacterial infections. This study could improve early diagnosis, allowing early treatment with antibiotics and vaccines to prevent infection.
Mobile field units served as classrooms and clinics. They were equipped with a respirator, hot pack machine, resuscitation equipment and a power generator to bring medical support where it was needed most.

As medical director of the March of Dimes, Dr. Virginia Apgar stimulated interest in professional education and research into the causes and prevention of birth defects. The “Apgar Score” evaluates a newborn’s condition at birth.

Knowing that many women sought prenatal care only when labor began, the March of Dimes joined forces with women’s groups to educate moms-to-be, a tradition that continues today.
Giving babies time to grow

Expecting a baby is a time of great anticipation, and waiting can be hard. In recent years, there's been an alarming rise in elective inductions or c-sections without a medical need. Many moms and providers believe it's OK for a baby to be born a little early, but that's really not the case. Inducing labor doesn’t always work and increases a woman’s chances of needing a c-section, which is major surgery.
For a baby, important development of the brain, lungs and other organs takes place in those last weeks of pregnancy. Babies need at least 39 weeks to develop before they are born. That’s the key message of the March of Dimes Healthy Babies are Worth the Wait (HBWW) campaign. The initiative includes print and broadcast ads that aim to change people’s thinking about the risks associated with scheduling an early birth, as well as collaboration with hospitals to improve care.

Many moms and providers believe it’s OK for a baby to be born a little early, but that’s really not the case.

Quality Improvement initiatives in nearly 100 hospitals are helping administrators and health care providers change policies to reduce or eliminate early elective deliveries.

The HBWW Community Program expanded to 15 sites in Kentucky, New Jersey and Texas in 2012. The sites in Newark, N.J., focus on reducing preterm birth among African-American women and benefit from funding and partnership with Johnson & Johnson. This program is strengthened by engaging state and local community partners in planning and development to deliver prenatal care services more effectively to pregnant women.

In 2012, the Association of Maternal and Child Health Programs (AMCHP) gave the March of Dimes a Promising Practice Award for the HBWW program. As Healthy Babies are Worth the Wait continues to grow, the preterm birth rate continues to decrease, which is good news for babies all around the country.
Mom’s health at her fingertips

Moms put their trust in the March of Dimes even before they get pregnant. The favorite tool on marchofdimes.com is our ovulation calendar, which helps women figure out the best time to conceive. Once baby is on board, moms can come back to our website for hundreds of educational articles, videos and graphics.

Sometimes a personal answer is important. March of Dimes health experts respond to questions in English and Spanish through email and Twitter® on topics ranging from everyday concerns about caffeine or hair dye to serious health issues like preterm labor.

More moms are using a smart phone or tablet to connect with us. Our new iPad® apps, My 9 Months and Mis 9 meses, give them all the information they need quickly, in one place and on the go. They can learn more about prenatal care right from the waiting room. During a sleepless night, they can work on their birth plan or watch videos on how their baby is growing.

Moms-to-be can track their pregnancies on their iPhone® with our CineMama app. They can take pictures of their growing belly and turn them into a time-lapse video they can share with family and friends. They also can record milestones and memories in a keepsake diary. Weekly pregnancy tips from the March of Dimes help users stay healthy and remind them that no matter how anxious they might get, they shouldn’t rush their baby’s birth day.
The March of Dimes organized testing of the polio vaccine with 1.8 million children who became known as “Polio Pioneers” and were part of the largest mobilization of volunteers in history.

1954

When hurricanes wiped out hospitals on the Gulf Coast, the March of Dimes established Mom & Baby Mobile Health Centers® to bring prenatal care where women need it most.

2007

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

1984
2012

A place to rest and play for NICU siblings

When a baby is born too soon or with a birth defect and has to spend days, weeks or even months in a newborn intensive care unit (NICU), parents are thrust into a world full of unfamiliar sounds and equipment, and their hopes and dreams change dramatically. But the March of Dimes is there to ease parents’ heartache and fear. In 2012, the NICU Family Support program offered information and comfort to more than 89,000 families in more than 128 hospitals nationwide. We helped parents cope with
their baby’s hospitalization and transition to home, or sometimes with their baby’s death. While babies received specialized treatment from highly trained professionals, the March of Dimes worked with them to create a family-centered environment that helps parents feel part of the caregiving team.

“We hope Bright Spaces will help maintain a sense of normalcy for siblings and families of NICU babies.”

This year marked the launch of Bright Spaces® for NICU Siblings. Through a partnership between the March of Dimes and Bright Horizons® Foundation for Children, brothers and sisters of a baby in the NICU were given a new place to play and rest in a comforting, developmentally appropriate space within NICU Family Support sites.

South Carolina was the first to open its doors to a Bright Spaces for NICU Siblings. “It will allow families to be together and support each other,” said David Lissy, CEO of Bright Horizons Family Solutions. “We hope Bright Spaces will help maintain a sense of normalcy for siblings and families of NICU babies.” Tennessee, Indiana and Greater Kansas soon followed with their own sites. With thoughtful planning and design, the Spaces create a warm and welcoming environment to children and adults alike.

NICU Family Support and the new Bright Spaces initiative are just two examples of many programs that seek to improve the lives of moms, babies and families when they need it most.
Premature birth is truly a global problem, as no country is unaffected. In Nigeria, Yardel came so early his ears and nose hadn’t yet formed. In Bulgaria, Nevena was born at 33 weeks, and a year later, her parents are still fighting for her to have a normal life. In Texas, twins Julia and Noah were born 2 months early, and only Julia came home from the hospital.

Every year, 15 million babies are born too soon, and 1.1 million will die as a result of their early birth. The statistics come from a first-of-its-kind global report on preterm birth, co-sponsored by the March of Dimes, the World Health Organization, the Partnership for Maternal, Newborn and Child Health and Save the Children. Born Too Soon: The Global Action Report on Preterm Birth reports that preterm birth is the leading cause of death in newborns and the second leading cause of death for children under 5, but up to 75 percent of these deaths could be prevented through improved care.

More than 30 organizations supported the report. The foreword was written by United Nations Secretary General Ban Ki-moon, who launched the Every Woman Every Child effort in 2010 with the belief that we all play a role in bringing about change for the better.

Hundreds of groups, including parent groups, joined the March of Dimes in supporting the second annual World Prematurity Day on November 17. Building lightings and other events took place in 57 countries. Five countries announced new commitments to preventing prematurity or improving care for preemies. More than 55,000 people, representing 83 countries, showed their support on Facebook®. Many shared personal stories, putting names and faces to the heartbreaking crisis.
The March of Dimes called for the creation of a regional system of newborn intensive care units across the country to save sick babies.

1976

March of Dimes advocacy efforts for newborn screening paid off with every state mandating testing for at least 21 serious but treatable conditions.

2003

The March of Dimes launched a national Prematurity Campaign to raise awareness of the serious problem of preterm birth and to help reduce the alarming number of babies born too soon in the United States.

2008

March of Dimes advocacy efforts for newborn screening paid off with every state mandating testing for at least 21 serious but treatable conditions.
Partners in prevention

In February, the U.S. Department of Health and Human Services (HHS) put the prevention of premature birth solidly on the Administration’s agenda and gave our campaign to prevent premature birth an added boost. HHS Secretary Kathleen Sebelius invited the March of Dimes and the American College of Obstetricians and Gynecologists (ACOG) to help launch the federal Strong Start program to improve prenatal care and reduce the number of early elective deliveries in our country. “Preterm births are a growing public health problem that has significant consequences for families well into
a child’s life,” said Secretary Sebelius. “The Strong Start initiative will help give expectant mothers the care they need for a healthy delivery and a healthy baby.”

HHS purchased $1 million in paid advertising to reach women of childbearing age with the March of Dimes message that if a pregnancy is healthy, it’s best to wait for labor to begin on its own, rather than scheduling a delivery. In addition, HHS provided resources to help hospitals improve their procedures related to scheduled deliveries to ensure they are not performed unless medically necessary.

“The Strong Start initiative will help give expectant mothers the care they need for a healthy delivery and a healthy baby.”

State health departments also stepped up their efforts, thanks to a March of Dimes challenge, issued in partnership with the Association of State and Territorial Health Officials (ASTHO). Dr. David Lakey, Commissioner of the Texas Department of State Health Services and 2012 President of ASTHO, challenged his fellow state health leaders to reduce their rates of premature birth by 8 percent by 2014. Louisiana Secretary of Health and Hospitals Bruce Greenstein was first to accept the challenge, and 47 other states, as well as Washington, D.C., and Puerto Rico, quickly followed suit. The state health departments are now working with the March of Dimes to spread the word that babies need at least 39 weeks to grow.

March of Dimes volunteers have been a strong voice for mothers and babies throughout the nation. In Alaska, California, New York, South Carolina and Vermont, they spoke out successfully for measures that help more babies get vaccines for preventable diseases, such as pertussis (whooping cough). Eighteen states expanded the number of lifesaving newborn screening tests available to babies. This means more babies will be screened for critical congenital heart disease (CCHD), severe combined
immunodeficiency disease (SCID) and other serious but treatable conditions.

March of Dimes-supported changes to the Affordable Care Act that went into effect on August 1 mean millions more women in the United States will receive care before, during and after pregnancy without worrying about copays. California volunteers worked with the California Health Benefit Exchange to ensure that pediatric and maternal quality measures recommended by the March of Dimes were included in the state’s implementation of health care reform.

Volunteers also advocated for reauthorization of the PREEMIE Act to continue momentum in research into the causes of preterm birth. Although the bill did not pass before year’s end, it is well positioned for expedited consideration early in 2013.

The March of Dimes, originally called the National Foundation for Infantile Paralysis, got its new name after comedian Eddie Cantor asked Americans to send dimes to President Roosevelt to combat polio. Other celebrities joined the appeal, and the White House mailroom was deluged with nearly 3 million dimes. In 1946, Congress put FDR’s image on the dime to forever commemorate his role as founder of the March of Dimes.

In 2012, March of Dimes volunteers asked Congress to once again authorize a coin to commemorate our mission and improve the health of children. The March of Dimes Commemorative Coin Act directs the U.S. Mint to create a new collectible silver dollar to honor 75 years of lifesaving work. The coin will be available throughout 2015.
It was his personal experience with polio that inspired Franklin D. Roosevelt to found the March of Dimes in 1938 to defeat the crippling disease. Success came in the form of a vaccine, and there hasn’t been a single case of polio in our country in more than 30 years.

FDR believed that science must be harnessed to serve people and improve health. The March of Dimes funded some of the greatest medical advances of the 20th century. This work has been recognized with 14 Nobel Prizes® and has improved health for millions of children.

Today, almost all babies receive a polio vaccine. Newborn screening is saving babies from death and disability, and we are working hard to find treatments and preventions for birth defects and premature birth.

The organization FDR built was a unique partnership. Volunteers raised money to care for polio patients and to fund the work of scientists in their labs. That tradition continues today. Your support helps us fund cutting-edge research to determine the causes of birth defects and premature birth.

Let’s work together for stronger, healthier babies.
1970s
Newborn intensive care saves the lives of thousands of premature and very sick babies each year.

1980s
Surfactant therapy helps tiny lungs breathe.

1990s
Folic acid education means fewer babies are born with neural tube defects.

today
We’re preventing premature births and are helping more babies get the strongest, healthiest start.

Above: Franklin D. Roosevelt and his wife, Eleanor
Gala serves up $1 million

More than 800 of Houston’s best-known philanthropists dined on tantalizing dishes at the Spice It Up-themed Signature® Chefs Gala, presented by Wells Fargo. Amid a setting of colorful lanterns and exotic flavors, 24 celebrated local chefs, including Culinary Honoree Michael Cordúa, created an evening of foodie-connoisseur heaven. The event brought in a record-breaking $1 million for Texas families and babies!

Above: Gala Chair Laura Davenport, Auction Chair Rosemarie Johnson and Chair Stephanie Cockrell

Stars shine for babies

Hollywood stars shared the spotlight at the 7th Annual March of Dimes Celebration of Babies® luncheon in Beverly Hills. Oscar®-winner Reese Witherspoon received the Grace Kelly Award, which recognizes role-model celebrity parents. With long-standing ties to our cause, Hollywood support is still strong today.

Elizabeth Banks, Robert Downey, Jr., Megan Fox, Brian Austin Green, Tom Hanks, master of ceremonies Nick Cannon and many others helped to honor award recipients such as Cyma Zarghami, President of Nickelodeon Group and Dr. Bryan Oshiro, Associate Professor of Gynecology & Obstetrics at Loma Linda University School of Medicine. The entertainment industry helped raise more than $1.1 million for babies!

Above: Robert Downey, Jr., Susan Downey and Reese Witherspoon
All-star support on the green

With a heart as big as his football career, Joe Namath led a team of more than 90 sports and entertainment celebrities in the 9th annual Joe Namath – March of Dimes Celebrity Golf Classic.

At Long Island’s historic Bethpage State Park, 300 local golfers also joined in, teeing off with greats Eric Dickerson, Richard Dent, Ed “Too Tall” Jones, Gary Sheffield and many more. The country’s largest golf event, and one of the foundation’s most successful, raised a record $900,000 to support our mission.

Above: Joe Namath at Celebrity Golf Classic

Cuisine on Capitol Hill

Politics were put on the back burner as members of Congress and other dignitaries participated in a competitive cook-off at the 2012 March of Dimes Gourmet Gala®. Celebrity chefs prepared their best original hors d’oeuvres to please the palates of chefs from renowned D.C.-area restaurants. Awards were presented throughout the event, which raised a delicious $804,000. The proceeds will fund national and local programs, such as the Mama & Baby Bus, which provides free prenatal care to underserved women in our nation’s capital.

Above: Ed Hanway, Public Affairs Chair, March of Dimes Board of Trustees; Dr. Jennifer L. Howse, President of the March of Dimes; Rep. Joseph Crowley (N.Y.) and Kasey Crowley
You took steps that led to the milestones in baby health. You contributed to the newest research into the prevention of prematurity and birth defects. You helped ensure that more moms have full-term pregnancies, and that even the tiniest babies have a greater hope of survival.

When more than 7 million people put their hearts together, wonderful things happen. March for Babies® raised $107 million for babies and families everywhere.

With some 750 walk sites nationwide, more than 20,000 company teams and 38,000 family teams walked in March for Babies 2012. We gratefully applaud the extra effort of our top walker, Robert Kindler of New York, who raised $185,000; and our top youth walker for 4 consecutive years, 15-year-old Jordan Horowitz of Los Angeles, who raised $85,000.

Five years ago, the Biondo family of Pennsylvania formed a March for Babies team to honor the memory of their son, Lorenzo, who was born 16 weeks early and lived for 6 weeks in newborn intensive care. In 2010, they worked with their local March of Dimes Northeast Pennsylvania Chapter to develop a March for Babies event. The new Delaware River site was expected to raise $10,000 but surpassed that, bringing in $53,000! In 2012, Joe Biondo’s family team raised more than $10,000, and he was selected to serve as a National Family Teams Co-Chair for 2013 along with Sue Brendel of Washington State.

The 2012 March for Babies Top 10 company teams were Kmart, Publix Super Markets, Inc., Farmers Insurance Group, Macy’s, Citi, Famous Footwear, Cigna, UAW/Big 3 Automakers, Cisco and FedEx Corporation.
Kmart is the March of Dimes longest-standing corporate partner and largest contributor to our mission, having raised more than $106 million the past 29 years.

“The idea of giving babies the chance at a healthy life is tremendously relevant to Kmart customers and motivating to our associates. In 30 years, we’ve raised more than $100 million, and more than 100 million babies have been born in America. It is wonderful to think that our support has helped the March of Dimes contribute to better health for an entire generation.”

— Ron Boire, Executive Vice President, Chief Merchandising Officer and President, Sears and Kmart Formats

Over the past 18 years, Cigna and its employees have contributed more than $27 million in March for Babies to improve the health of babies.

“Helping moms and babies is a natural match to our mission to help people improve their health. We are proud that Cigna’s own Shalini Wittstruck and her family are leading the way as the March of Dimes National Ambassador Family in 2012.”

— David M. Cordani, President and CEO, Cigna

Famous Footwear, also the official shoe sponsor of March for Babies, has supported us through a highly successful in-store, online and internal corporate donation campaign, resulting in more than $12 million total raised by customers and employees. Their efforts earned them the title of #6 corporate partner.

“I am honored to be the leader of an organization that has continued to be a strong advocate for the March of Dimes for more than 10 years. It is inspiring to see the level of commitment our home office and store associates have towards ensuring that babies have a healthy start.”

— Rick Ausick, Division President, Famous Footwear

Since 2009, Sanofi Pasteur, the vaccines division of the Sanofi Group, has been a proud national sponsor of March for Babies. We are working together on the Sounds of Pertussis® Campaign to help protect the health and wellness of adults and infants. Pertussis (whooping cough) can cause serious health problems in babies, so it’s important to let parents, grandparents, caregivers and others know how critical it is to get vaccinated with an adult Tdap vaccine.

“We are proud to continue to support the March of Dimes to help them advance their mission to give babies a healthy start.”

— Chad Hoover, Vice President, Chief Commercial Officer U.S., Sanofi Pasteur
Farmers once again helped us make strides in infant and maternal health. They raised nearly $3 million on their 2012 Be a Hero for Babies Day® and $4.5 million overall.

“For the past 25 years, Farmers has supported the mission of the March of Dimes. We have truly become heroes for babies, and I continue to be amazed by the work our agents, district managers and employees do every year to help give babies the best chance for a healthy life.”
— David Travers, Executive Vice President of Operations, Farmers Group, Inc.

For three decades, FedEx employees have been supporting the March of Dimes through participation in March for Babies. During that time, they have contributed more than $14 million to help moms and their babies.

“The work of the March of Dimes touches the lives of so many FedEx team members, resulting in a shared passion to contribute to its mission. Saving babies and ending premature birth — that’s why we support the annual March for Babies walks in our communities. On-time deliveries are our common purpose!”
— Laurie Tucker, Senior Vice President, FedEx Services

United Airlines has raised more than $2.2 million in March for Babies and helps raise awareness about the March of Dimes mission among their employees and in the communities they serve.

“United is committed to helping the March of Dimes reduce premature birth rates and save babies born prematurely. On behalf of my more than 85,000 co-workers, I’m proud of our longstanding tradition of being the Official Airline of the March of Dimes National Ambassador Program and a national sponsor of March for Babies.”
— Jeff Smisek, Chairman of the Board, President and Chief Executive Officer

During the past 2 years, Watson Pharmaceuticals, now known as Actavis, Inc., and its employees have contributed more than $1 million to our mission, demonstrating their commitment to help give babies a healthy start in life.

“It is both impressive and gratifying to see how our Watson team embraced March for Babies. We all recognize the important work of the March of Dimes and the devastating impact of prematurity. Watson has taken a very visible and active role in raising awareness and providing vital funding to help prevent birth defects, premature birth and infant mortality.”
— Paul M. Bisaro, President and Chief Executive Officer, Actavis, Inc.
Every baby is born to do something great, and the March of Dimes helps them get there. In 2012, the March of Dimes launched the imborneto cause platform during the Mother’s Day to Father’s Day period, and consumers shopped, dined or donated to help babies be born healthy.

Our 2012 imborneto partners included: HSN, Kmart, ProFlowers, Destination Maternity, PEOPLE, Real Simple, Famous Footwear, The Honest Company and Everyday Health.

Prematurity Campaign sponsors
- Destination Maternity
- WellPoint Foundation
- Actavis, Inc.

Professional Education supporter
- Hologic

Prematurity Campaign partners
- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists
- Association of Women’s Health, Obstetric and Neonatal Nurses

NICU Family Support supporter
- PerkinElmer
In 2012, Macy’s associates and customers raised more than $3.1 million to benefit babies. For the second year, the March of Dimes was the exclusive national in-store beneficiary of Macy’s annual Shop For A Cause program, which gave shoppers the chance to support our mission while saving money. On August 25, customers received 25 percent off their purchases after buying a $5 shopping pass.

Pregnant women in 14 states received prenatal services and education from the March of Dimes, thanks to a generous grant from the WellPoint Foundation. The funding supported two major programs: CenteringPregnancy® and Quality Improvement initiatives. The WellPoint Foundation is a private, nonprofit organization wholly funded by WellPoint, Inc. The Foundation also is a sponsor of the Missouri Broadcasters for Babies event.

Destination Maternity Corporation has continually supported March of Dimes efforts to fund research and lifesaving programs to help moms in our communities have healthy babies. Since 2004, the world’s leading maternity apparel retailer has donated $2.8 million to the March of Dimes through point-of-sale contributions and by donating net proceeds from a bracelet currently for sale in Destination Maternity® and Motherhood Maternity® stores nationwide.
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New York, N.Y.

Kathy Behrens*  
Executive Vice President  
Social Responsibility & Player Programs  
*NBA*  
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Harris Brooks  
Senior Vice President & Chief of Human Resources & Diversity Officer  
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Senior Vice President & Chief of Human Resources & Diversity Officer  
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Reservoir Woods  
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Bright Horizons Family Solutions  
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Kenneth May  
Dallas, Texas
Deidra Merriwether ****
SVP/Chief Operating Officer
*Served until June 2012
Sears Holdings Corporation
Hoffman Estates, Ill.

G. Brent Minor
**Served until December 2012
Mt. Prospect, Ill.

Kirk Perry
***Effective June 2012
President,
Global Family Care
The Procter & Gamble
Company
Cincinnati, Ohio

Dana W. Points***
****Effective December 2012
Editor-in-Chief
Parents and American Baby
Magazine
Meredith Corp/Parents
Network
New York, N.Y.

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Senior Vice President of Marketing
Famous Footwear
St. Louis, Mo.

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Chairman & CEO
The Americas
BBDO
New York, N.Y.

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St. Louis, Mo.

F. Robert Woudstra
Caledonia, Calif.

Roger Charles Young,
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Department of Obstetrics, Gynecology and Reproductive Sciences
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Al Childs  
Treasurer

Edward McCabe, M.D.*  
Medical Director

*Effective December 2012
On the next series of pages, we report on the Foundation’s financial results for 2012 and 2011. Total Revenue came in at just under $219 million, an increase of $17.2 million compared to the prior year. This included a significant increase of $18.5 million from investment gains over the prior year that offset a loss from operations primarily due to a $3.2 million decline in bequests and major gifts. We are very pleased to report that despite the decline in operating revenue, we continued to focus on programmatic activities and increased total program spending by $7.9 million. This resulted in a program ratio just under 76 percent.

The Foundation’s balance sheet continues to be unfavorably affected by the historically low interest rate environment and its impact on our pension liabilities. The continued decline in interest rates resulted in an increase of $5.9 million in postretirement liabilities.

We continue to look at options to reduce volatility in this liability and believe as the economy improves and interest rates rise, this liability will decline significantly.

As we plan for the future, we continue to support effective programs that will expand our mission reach and show measurable results. We are confident that the economy will continue to improve and allow us to expand to those areas that need it the most.

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

Al Childs

Treasurer

April 10, 2013
funding the mission

In 2012, gross contributions to the March of Dimes included:

- **March for Babies** — $106.2 million
- **Special events** — $43.3 million
- **Direct response** — $48.3 million
- **Major gifts**, including Bequests, President’s Society and Government Grants — $11.8 million

**expense allocations for 2012**

- Management and General: 10.3%
- Fundraising: 13.9%
- Program Services: 75.8%

**program services for 2012**

- Community Services: 24.1%
- Research and Medical Support: 13.8%
- Public and Professional Education: 37.9%
## Statement of Financial Position *

### Assets

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments, cash and</td>
<td>$116,123</td>
<td>$119,196</td>
</tr>
<tr>
<td>cash equivalents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assets held in trust by</td>
<td>10,052</td>
<td>9,136</td>
</tr>
<tr>
<td>others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land, building and</td>
<td>15,071</td>
<td>15,003</td>
</tr>
<tr>
<td>equipment – net</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other assets</td>
<td>14,276</td>
<td>12,845</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$155,522</td>
<td>$156,180</td>
</tr>
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</table>

### Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants and awards</td>
<td>$21,421</td>
<td>$22,317</td>
</tr>
<tr>
<td>payable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and</td>
<td>11,484</td>
<td>11,242</td>
</tr>
<tr>
<td>accrued expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accrued postretirement</td>
<td>114,430</td>
<td>108,462</td>
</tr>
<tr>
<td>and pension benefit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other liabilities</td>
<td>1,408</td>
<td>2,226</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$148,743</td>
<td>$144,247</td>
</tr>
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</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>$106,677</td>
<td>$106,846</td>
</tr>
<tr>
<td>Accrued postretirement</td>
<td>(114,430)</td>
<td>(108,462)</td>
</tr>
<tr>
<td>and pension benefit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td>(7,753)</td>
<td>(1,616)</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>2,711</td>
<td>2,204</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>11,821</td>
<td>11,345</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>6,779</td>
<td>11,933</td>
</tr>
<tr>
<td><strong>Total liabilities and</strong></td>
<td>$155,522</td>
<td>$156,180</td>
</tr>
</tbody>
</table>

* December 31, 2012 and 2011 (amounts in thousands)
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 website at marchofdimes.com

** Year ended December 31, 2012 and 2011 (amounts in thousands)

## Statement of Financial Activities

### Revenue

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$186,794</td>
<td>$185,102</td>
</tr>
<tr>
<td>Bequests and major gifts</td>
<td>8,978</td>
<td>12,138</td>
</tr>
<tr>
<td>Government, foundation and corporate grants</td>
<td>3,200</td>
<td>3,117</td>
</tr>
<tr>
<td>Investment gain (loss)</td>
<td>14,159</td>
<td>(4,372)</td>
</tr>
<tr>
<td>Other</td>
<td>5,809</td>
<td>5,785</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>218,940</td>
<td>201,770</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and medical support</td>
<td>$30,360</td>
<td>$30,853</td>
</tr>
<tr>
<td>Public and professional education</td>
<td>83,608</td>
<td>79,030</td>
</tr>
<tr>
<td>Community services</td>
<td>53,109</td>
<td>49,252</td>
</tr>
<tr>
<td>Management and general</td>
<td>22,701</td>
<td>22,646</td>
</tr>
<tr>
<td>Fundraising</td>
<td>30,631</td>
<td>28,098</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>220,409</td>
<td>209,879</td>
</tr>
</tbody>
</table>

### Net Income (Loss)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net income (loss)</strong></td>
<td>(1,469)</td>
<td>(8,109)</td>
</tr>
</tbody>
</table>

### Non-operating Activities:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjustment in pension liability</td>
<td>(3,685)</td>
<td>(33,654)</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>$(5,154)</td>
<td>$(41,763)</td>
</tr>
</tbody>
</table>
“My husband, Shane, and I never once thought of pregnancy as a life-or-death event,” Shalini Wittstruck recalls. “Then one day our lives and all our expectations changed.” Their son, Kieran, was born at 31 weeks, weighing 3 lbs., 1 oz. He spent his first month of life in the newborn intensive care unit (NICU) with anemia, jaundice, apnea, a heart murmur and a brain cyst. Thanks to medical advances supported by the March of Dimes, Kieran pulled through.

Today, he likes to ride his bike and swim outside his home near Seattle. He also is a budding mechanical engineer and is always working on his next great invention. “We are thankful every day for how far he has come,” his dad says.

As the March of Dimes 2012 National Ambassador, Kieran and his parents traveled across the country to help inspire support for the March of Dimes mission. They visited 50 cities to make more than 100 appearances. Kieran was featured on TV’s Fox & Friends with Gretchen Carlson and in dozens of media interviews. He met President Obama, NASCAR® driver Denny Hamlin, and sports legends Shaquille O’Neal and Arnold Palmer. The Wittstrucks also took part in five March for Babies events!

It has been a wonderful year thanks to Kieran, a very special little boy!

United Airlines is proud to be the official airline sponsor of the 2013 ambassador program.
We can’t do it without you.

As we celebrate our 75th anniversary, we envision a future in which every baby is born healthy. That’s why we support new research to find the causes of birth defects and premature birth and develop ways to prevent them. It’s why we’re educating moms about how they can reduce their risk and helping them get the services they need to have a healthy baby.

Your $75 or other gift helps fund these and other important programs. Thank you for working together for stronger, healthier babies.

Please give today at marchofdimes.com/future
The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.