officers’ letter

2013 Results

In 2013, the March of Dimes celebrated the 75th anniversary of our founding by President Franklin Delano Roosevelt, including our historic role in developing the Salk and Sabin vaccines that eradicated polio in the United States. Today we are fighting to prevent premature births and other infant health problems, and our success continues. 2013 marked the sixth consecutive drop in our nation’s preterm birth rate to 11.5 percent.

Since 2006, 176,000 premature births have been prevented, saving employers and public programs an estimated $9 billion in health care costs, thanks to March of Dimes leadership and the partnerships we have developed.

Research

The March of Dimes is pioneering a new way to do research, utilizing a team approach that brings together hundreds of brilliant minds from many different disciplines to speed up the discovery of the unknown causes of premature birth. In 2013, we partnered with three leading universities and five hospitals in Ohio to create the March of Dimes Prematurity Research Center – Ohio Collaborative. This team joins our Prematurity Research Center at Stanford University in a robust national network of scientists who are working to rapidly translate research findings into practice and save more families from the fear and heartache associated with premature birth.

Education

Education is pivotal in preventing premature births. In 2013, we reached moms-to-be with the latest information in the bookstore, the app store, health care providers’ offices, online and on television. A key message was that if your pregnancy is healthy, it’s best to wait until at least 39 weeks before scheduling an induction or c-section. We also coached health care providers to follow best practices, resulting in an impressive 83 percent decline in medically unnecessary early deliveries in a 25-hospital study (published in 2013). And we published the Preterm Labor Assessment Toolkit to help providers identify and treat women at risk for giving birth too soon.

Community programs

We supported more than 500 local programs that helped ensure women have access to group prenatal care, services to reduce risks during pregnancy, and professional and public education. We also supported 100 hospitals in their quality improvement work to reduce the number of women having elective deliveries before 39 weeks of pregnancy. Our NICU Family Support® program offered information and comfort to 92,000 families in 132 hospitals. Many parents learned for the first time about kangaroo care — skin-to-skin contact between parent and baby that helps enhance bonding and decrease infant stress. Families also found help and support from others at shareyourstory.org.
Advocacy

With the help of volunteers working tirelessly around the country, we ended the year with a record-breaking 108 legislative wins, from access to health care to programs that help women quit smoking. Our most significant victory: President Obama signed the reauthorization of the PREEMIE Act into law on November 27 to expand funding for prematurity-related research — great news for moms and families across the nation.

Our third annual World Prematurity Day took place on November 17 to help raise awareness of the serious problem of premature birth here in the United States as well as abroad. We began this awareness campaign in 2011 with three overseas partners; this year, 83 countries participated with building lightings and other events to show their support for our lifesaving mission.

This vital mission work to prevent disease and disability in our children would not have been possible without the dedication of 3 million volunteers. Your hard work and generous fundraising helped us end the year with a balanced budget with revenue of $217.3 million, and determination to build on this success.

Dr. Jennifer L. Howse  
President  
March of Dimes Foundation

LaVerne H. Council  
Chair  
National Board of Trustees

The March of Dimes is proud to offer a mom- and family-friendly work environment. We value diversity and are an equal opportunity employer.
Teams of experts from diverse fields at the March of Dimes Prematurity Research Center – Ohio Collaborative have launched five innovative studies. These studies examine genetic, infectious, social and other factors that may cause premature birth. “We will never make progress without considering all these factors together,” says Louis Muglia, MD, PhD, Coordinating Principal Investigator.

Partners in the research collaborative include:
- University of Cincinnati College of Medicine and Cincinnati Children’s Hospital Medical Center
- The Ohio State University Wexner Medical Center and Nationwide Children’s Hospital, Columbus
- Case Western Reserve University and University Hospitals MacDonald Women’s Hospital and Rainbow Babies & Children’s Hospital and MetroHealth System, Cleveland

Ohio scientists are looking at what can go wrong to cause premature birth, and what works to prevent it — in a unique group of people. African-American women are twice as likely as women from other racial or ethnic groups to deliver prematurely. An exception is women of Somali descent. Why is this group less likely to have a premature baby than other African-American women? The answers may help other African-American and all women reduce their chances of giving birth too soon. These researchers join our Prematurity Research Center at Stanford University in a robust national network of scientists who are working to rapidly translate their findings into practice and save more families from fear and heartache.

Atul Butte, MD, PhD, and his team at Stanford are developing new computer science techniques for tests that might someday identify women at risk for giving birth too soon, allowing their providers to treat them and prevent early births. “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 Dr. Butte, whose own daughter was born 12 weeks early.

The Prematurity Research Initiative is another special research program that funds grants dedicated to finding the causes of premature birth. Since 2004, more than $24.7 million has been awarded to 78 grantees who are exploring many potential pieces of the prematurity puzzle. One has identified possible genes involved in premature birth, and is seeking to develop better tests to identify women likely to give birth too soon.

Other grantees are making progress in discovering the causes of birth defects, as a step toward developing better ways to prevent and treat them. Some are studying the earliest stages of development in order to learn how genes and other factors may contribute to common, serious birth defects such as heart defects and spina bifida. Other researchers are looking at how “miswiring” of nerve cells in the developing brain may cause autism and intellectual disabilities. Grantees also are developing new treatments for birth defects, such as improved replacement heart valves for children with missing or faulty valves.
The March of Dimes shared vital information with moms-to-be, health care providers and the general public in a variety of ways in 2013.

As part of its ongoing mission to improve babies’ health, the March of Dimes released its first consumer guide to pregnancy in January. Written by March of Dimes medical adviser Dr. Siobhan Dolan and published by Harper Collins, Healthy Mom, Healthy Baby includes tips on prenatal care and the latest guidance and advice on genetics, caffeine and alcohol in pregnancy, immunizations moms need, and many other topics.

Our Healthy Babies are Worth the Wait® education and awareness campaign tells women: “If your pregnancy is healthy, it’s best to stay pregnant for at least 39 weeks.” Women who choose to induce labor in a healthy pregnancy should talk to their health care provider about waiting until they are full term at 39 weeks. The campaign also reinforces that if a pregnancy is healthy, it’s best to wait for labor to begin on its own.

Campaign components explain the importance of the last weeks of pregnancy, using time-lapse images in a television ad, and a side-by-side comparison of a baby’s brain at 35 versus 38 weeks gestation in print materials. The campaign reached millions of women in 2013, through our extensive educational materials, web content, videos, social media outreach, public service advertising (television, print, radio, online, outdoor and transit) and the March of Dimes mobile phone app CineMama®.

The CineMama app gives moms-to-be tips on how to stay healthy during pregnancy as they document their journey in photos that become a time-lapse video. CineMama has received many positive reviews and awards, and has been used by more than 80,000 women since its launch last year.

In 2013, a revised Preterm Labor Assessment Toolkit was made available on prematurityprevention.org. The toolkit helps hospitals and providers establish a standardized clinical pathway for the assessment of women with suspected preterm labor.
March of Dimes staff and volunteers working in every state, Washington, D.C., and Puerto Rico play a vital role in improving maternal and child health in their communities.

The March of Dimes NICU Family Support® program is now in 132 hospitals nationwide. This includes eight Bright Spaces for NICU Siblings that provide a safe and comfortable place for children to rest and play. NICU Family Support offered information and comfort to more than 92,000 families with a baby in newborn intensive care, and added vital new resources for families. Parents and others also find support and information at shareyourstory.org.

Jennifer and Patrick McGraw experienced the emotions associated with the birth and loss of a critically ill child twice. Their sons, Dylan and Noah, fought valiantly but could not overcome a combination of serious birth defects. “Because of the March of Dimes, we were able to ‘distract’ ourselves by participating in workshops with family members and creating our own onesies. This was a reminder that we were not alone, that people truly cared not only for our sons, but also for our well-being. We believe in the March of Dimes mission.”

Family-centered care seminars with nursing contact hours were expanded with Taking the Evidence-based Case for Kangaroo Care into the Clinical Setting, an online seminar designed to increase the practice of kangaroo care — skin-to-skin contact between parent and baby. When a baby is medically stable, kangaroo care may help him maintain body warmth; stabilize his heart and breathing rates; gain weight; spend more time in deep sleep; spend more time being quiet and alert and less time crying; and have a better chance of successful breastfeeding. New tools provided in 2013 included In the NICU for a Shorter Stay: A Guide for Parents and a video series designed to help reduce the risk of a subsequent premature birth.

In 2013, the March of Dimes continued to provide significant support for group prenatal activities, particularly the CenteringPregnancy® program, a model of prenatal care that combines health assessment, education and support within a group setting. Throughout the year, 28 March of Dimes chapters provided 98 grants amounting to nearly $1.5 million to help reduce the incidence of premature birth and low-birthweight babies and empower women to choose health-promoting behaviors.

Although we don’t always know why babies are born too soon, certain factors are known to increase a woman’s risk of having a premature baby. Chronic conditions like diabetes and high blood pressure can increase risk, as can using alcohol, tobacco and other drugs during pregnancy. After assessing local needs, chapters implement various programs to reduce these risks in the populations they serve. Nineteen grants totaling $182,000, for example, funded smoking cessation services for pregnant women.
For years, the cost of prematurity to individuals, businesses and the health care system has helped elevate the issue on the nation’s health agenda. In 2013, the March of Dimes continued to press the cost issue by completing a study with Truven Health Analytics, Inc., on the excess health care costs for premature babies paid by commercially insured businesses. The study found that employers pay 2 times as much in health care costs for premature/low-birthweight babies as for babies born without complications.

Federal research, education and intervention activities are essential to addressing the devastating toll of preterm birth. The PREEMIE Reauthorization Act (S.252) was passed by Congress and signed by President Barack Obama on November 27. PREEMIE reauthorizes federal research, education and intervention activities related to preterm birth and infant mortality. The original PREEMIE Act brought the first-ever national focus to prematurity prevention. The Surgeon General’s Conference on the Prevention of Preterm Birth required by the Act generated a public-private agenda to spur innovative research at the National Institutes of Health and Centers for Disease Control and Prevention (CDC) and support evidence-based interventions to prevent preterm birth.

States have played a critical role in calling attention to premature birth and working to reduce rates. The March of Dimes partnered with the Association of State and Territorial Health Officials in 2012 to issue a challenge to state health departments to reduce preterm birth by 8 percent by 2014. Every state, the District of Columbia and Puerto Rico signed the pledge. In 2013, interventions and education activities occurred in every state, in the areas of quality improvement, smoking cessation, group prenatal care and preconception/interconception care. The March of Dimes continues to encourage the spread of successful prematurity prevention programs, sharing tools and resources for professionals on prematurityprevention.org, and conducted a series of Prematurity Prevention Network webinars in 2013 with more than 2,000 participants from research, practice, government and industry.

As March of Dimes volunteers speak out for measures that benefit mothers and babies and more states expand the number of required newborn screening tests for serious but treatable conditions, more babies’ lives are improved or saved.

In August 2013, thanks to the work of advocates in Illinois, legislators added critical congenital heart disease (CCHD) to the state’s list of required tests to protect the health of babies — like Aubrey who was born in 2007 with a “broken heart” or a life-threatening problem with the structure of her heart. She was lucky that her heart murmur prompted a nurse to order special tests that helped doctors diagnose and treat CCHD in time. If Illinois had required the newborn screening test in 2007, Aubrey would have been diagnosed even sooner.
Thanks to fundraising walkers and their donors from all over the country, our signature event raised $100.9 million in 2013. We are grateful to the 20,000 corporate and 17,000 family teams as well as individuals who rallied around the cause of stronger, healthier babies. They may have had a variety of personal reasons for taking part, but everyone agrees that improving the health of America’s babies is a tremendous reason to raise money and then gather friends and family on walk day.

Bill Fitzgerald, Vice President and General Manager of GE Aviation, served as the 2013 National Chair of March for Babies. Through the outstanding effort of 260 teams in 28 states, GE companies raised almost $1.1 million, which earned them a place on the March for Babies Top 10 list for the first time, at #8. “I’ve been involved with the March of Dimes for more than a decade,” Bill says, “and I continue to be inspired by the people I’ve met and the stories I’ve heard.”

Our top adult walker was Rob Kindler from New York, who raised more than $129,000. The top youth walker, Jordan Horowitz of Los Angeles, raised $72,000.

The Top 10 March for Babies teams were Kmart Corporation, Publix Super Markets, Inc., Macy’s, Farmers Insurance Group, Citi, Famous Footwear, GE, Cisco, Cigna and UAW/Big 3.
As the 2013 National Ambassador, Nina Centofanti and her parents, Chris and Vince, traveled the country to share the story of Nina’s early arrival and to help raise awareness of premature birth.

When they met, Chris and Vince were each helping families with a baby in a newborn intensive care unit (NICU) — she as a Nurse Practitioner and he as Account Manager for GE Healthcare’s Maternal-Infant Care division and a dedicated March of Dimes volunteer. By 2005, they found themselves in a Cincinnati NICU together, as parents of a baby girl, Nina, born 9 weeks early and weighing only 2 pounds, 15 ounces. Battling the effects of HELLP syndrome, which put her own health in jeopardy, Chris had to trust others to help her baby; and Vince never expected that his own daughter would have to be cared for with specialized equipment he’d provided to the hospital!

Treated for 5 weeks for respiratory distress and jaundice, Nina finally joined her family, including big brother, Nick, at home in Mason, Ohio. Nina is now an active 9-year-old ballerina who also climbs trees, turns hand-springs and plays with little sister, Mia, born healthy at 35 weeks, thanks to knowledge gained about Chris’ risk for blood clots.
I am pleased to report that the Foundation’s financial position is improving, and through the generosity and dedication of our donors, volunteers and staff, we were able to restore a balanced budget. With this positive finish for 2013, we are primed to achieve stronger mission results and growth going forward.

On the following pages, we present the audited financial results for 2013 and 2012. Total revenue came in at just over $217 million, a slight decrease of $1.6 million compared to the prior year. Investment gains contributed significantly to our revenue and were slightly above prior year. To achieve a balanced budget, we did have to make difficult decisions on where our efforts were focused. We are very pleased to report that despite the reductions in expenses, we continued to focus on programmatic activities and maintain our program ratio of just under 76 percent.

The Foundation’s balance sheet turned markedly stronger in 2013 due to declines in pension and retiree health liabilities. The marginal increase in interest rates and significant performance of pension investments contributed to a $67 million increase in our net assets. We will continue to look at options to reduce volatility in this liability and believe that as the economy improves and interest rates return to normal, this liability will continue to decline.

As we plan for the future, we will invest in effective programs that result in measurable improvements in infant mortality and the rate of premature birth. We are confident that the economy and revenue 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.

Treasurer
April 10, 2014
## statement of financial activities

Year ended December 31, 2013 and 2012 (amounts in thousands)

### OPERATING ACTIVITIES:

#### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$184,095</td>
<td>$186,794</td>
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<tr>
<td>Bequests and major gifts</td>
<td>8,315</td>
<td>8,978</td>
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<tr>
<td>Government, foundation and corporate grants</td>
<td>3,216</td>
<td>3,200</td>
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<td>Investment gain (loss)</td>
<td>14,986</td>
<td>14,159</td>
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<tr>
<td>Other</td>
<td>6,691</td>
<td>5,809</td>
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<td><strong>TOTAL OPERATING REVENUE</strong></td>
<td><strong>$217,303</strong></td>
<td><strong>$218,940</strong></td>
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#### EXPENSES

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<thead>
<tr>
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<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td>Research and medical support</td>
<td>$29,785</td>
<td>$30,360</td>
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<tr>
<td>Public and professional education</td>
<td>80,267</td>
<td>83,608</td>
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<tr>
<td>Community services</td>
<td>53,321</td>
<td>53,109</td>
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<tr>
<td>Management and general</td>
<td>24,989</td>
<td>22,701</td>
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<tr>
<td>Fundraising</td>
<td>27,757</td>
<td>30,631</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>216,119</strong></td>
<td><strong>220,409</strong></td>
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</table>

#### EXCESS OPERATING REVENUE OVER EXPENSES

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<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1,184</strong></td>
<td></td>
<td><strong>(1,469)</strong></td>
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</table>

### NON-OPERATING ACTIVITIES:

<table>
<thead>
<tr>
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<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjustment in pension liability</td>
<td>67,114</td>
<td>(3,685)</td>
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<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td><strong>$68,298</strong></td>
<td><strong>$(5,154)</strong></td>
</tr>
</tbody>
</table>

### Expense allocations for 2013

- **Program Services**: 75.6%
- **Fundraising**: 12.8%
- **Management and General**: 11.6%
## December 31, 2013 and 2012 (amounts in thousands)

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments, cash and cash equivalents</td>
<td>$115,721</td>
<td>$116,123</td>
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<tr>
<td>Assets held in trust by others</td>
<td>11,169</td>
<td>10,052</td>
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<tr>
<td>Land, building, and equipment - net</td>
<td>12,982</td>
<td>15,071</td>
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<tr>
<td>Other assets</td>
<td>14,082</td>
<td>14,276</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$153,954</strong></td>
<td><strong>$155,522</strong></td>
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</table>

### LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants and awards payable</td>
<td>$19,331</td>
<td>$21,421</td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>10,964</td>
<td>11,484</td>
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<tr>
<td>Accrued postretirement and pension benefit costs</td>
<td>46,914</td>
<td>114,430</td>
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<tr>
<td>Other liabilities</td>
<td>1,668</td>
<td>1,408</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>78,877</strong></td>
<td><strong>148,743</strong></td>
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### NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>105,039</td>
<td>106,677</td>
</tr>
<tr>
<td>Accrued postretirement and pension benefit costs</td>
<td>(46,914)</td>
<td>(114,430)</td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td><strong>58,125</strong></td>
<td><strong>(7,753)</strong></td>
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<tr>
<td>Temporarily restricted</td>
<td>3,732</td>
<td>2,711</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>13,220</td>
<td>11,821</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>75,077</strong></td>
<td><strong>6,779</strong></td>
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</tbody>
</table>

### TOTAL LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$153,954</strong></td>
<td><strong>$155,522</strong></td>
</tr>
</tbody>
</table>

## Program services for 2013

- **Community Services**: 24.7%
- **Public and Professional Education**: 37.1%
- **Research and Medical Support**: 13.8%
2013 March for Babies Sponsors

Kmart
Kmart remains the March of Dimes longest-standing corporate partner and largest contributor to our mission, having raised more than $114 million in the past 30 years.

“Kmart’s commitment to the March of Dimes and its mission of providing world-class care and research for moms and babies spans more than three decades. Year after year, the Sears Holdings family, along with our Shop Your Way members and customers, have embraced the driving principle on which the March of Dimes was founded — that even the smallest donation can make a huge impact. We’re proud of the work that’s been done and the special relationship we’ve created.”

— Edward S. Lampert, Sears Holdings Chairman and CEO

Farmers
For more than 25 years, Farmers Insurance Group has demonstrated an outstanding record of volunteer leadership by contributing their time, energy and more than $42 million in March of Dimes fundraising. In 2013, Farmers agents and employees raised more than $2 million in March for Babies.

“For more than 25 years, Farmers has supported the mission of the March of Dimes. We are proud to have made a positive difference in the lives of babies, helping to give them the best chance for a healthy life.”

— David Travers, Chief of Operations, Farmers Group, Inc.

Macy’s
The March of Dimes and Macy’s have a long history, when employees started walking in March for Babies some 16 years ago — a tradition that continues today. And, for the past three years, the March of Dimes has been the exclusive, national in-store beneficiary of Macy’s annual Shop For A Cause program. In total, Macy’s associates and customers have raised more than $16.7 million.

“Macy’s is proud of our long-standing partnership with the March of Dimes, and through our annual Shop for a Cause event, we offer our customers and associates a meaningful and convenient way to give back in support of the March of Dimes mission for stronger, healthier babies in communities nationwide.”

— Martine Reardon, Chief Marketing Officer, Macy’s, Inc.
Cigna
Cigna and its employees join together to improve the health of babies — it’s a joyous effort that has already directed $28.5 million to the March of Dimes.

“March for Babies has always demonstrated a central strand of Cigna’s DNA. We’re ready to go the extra mile — walking, running, and, yes, marching — to build a healthy future. We look forward to helping the March of Dimes grow to reach babies everywhere around the globe.”

— David M. Cordani, President and CEO, Cigna

United Airlines
United Airlines, also the Official Airline of the March of Dimes National Ambassador Program, has raised more than $2.5 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 long-standing 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, United Airlines

Sanofi Pasteur
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 educate parents and caregivers about the dangers of pertussis (whooping cough) to newborns and the importance of adult Tdap vaccination to help adults protect themselves and to help stop the spread of the disease to infants. We also recently initiated the Word of Mom Campaign together to reach across generations of moms and motivate them to advocate for childhood, adolescent and adult vaccinations to help protect their families from vaccine-preventable diseases.

“We are proud to continue to support the March of Dimes in their efforts to advance their mission of giving babies a healthy start.”

— Chad Hoover, Vice President, Chief Commercial Officer U.S., Sanofi Pasteur
Famous Footwear
Famous Footwear, also the official shoe sponsor of March for Babies and a sponsor of the March of Dimes imbornto® campaign, has supported us through a highly successful in-store, online and internal corporate donation campaign, resulting in more than $14 million raised by customers and employees. Their efforts earned them the title of #6 top corporate partner.

“At Famous Footwear, we’re committed to enriching the communities where our customers live and where we do business. The continued generosity of Famous Footwear customers and associates in the March of Dimes campaign is an investment in those local communities. We are proud to continue our long-standing partnership with the March of Dimes and we look forward to celebrating victories with the families that benefit from this great organization.”

— Rick Ausick, Division President of Retail, Brown Shoe Co. Inc.

Actavis
Over the past 3 years, Actavis, a leading specialty pharmaceuticals company, and its U.S. team members have contributed more than $1.5 million to help advance the lifesaving work of the March of Dimes.

“Actavis is proud of its commitment to enhancing the quality of life in our communities and throughout the world. Since 2011, our company’s partnership with the March of Dimes March for Babies program has enabled our U.S. employee teams to drive this commitment by raising awareness and funds to help moms have full-term pregnancies and healthy babies. Together with the March of Dimes, we are truly making a difference.”

— Paul M. Bisaro, Chairman and Chief Executive Officer, Actavis PLC

Mission Pharmacal
Mission Pharmacal, along with its employees and customers, has been supporting March for Babies since 2010, raising more than $1.6 million and tremendous awareness among women and families about the March of Dimes mission.

“Mission Pharmacal Company is a family business dedicated to helping mothers and babies by providing the very best health care products. Our commitment is to help and to heal and this is a shared idea of the March of Dimes. We salute the cause and proudly participate in March for Babies events nationally. It is an honor and privilege to be a noted partner and to have the opportunity to help so many.”

— Neill “Gobie” Walsdorf, Jr., President, Mission Pharmacal Company
**Prematurity Campaign sponsors**
Cigna
Destination Maternity Corporation
FedEx
Johnson & Johnson
WellPoint Foundation

**Health Education supporters**
Duchesnay USA, Inc.
FedEx
Hologic

**NICU Family Support® supporters**
PerkinElmer
Philips

**Prematurity Campaign partners**
American Academy of Pediatrics
American College of Obstetricians and Gynecologists
Association of Maternal and Child Health Programs
Association of State and Territorial Health Officials
Association of Women’s Health, Obstetric and Neonatal Nurses
National Association of County and City Health Officials

**2013 imbornto® partners**
Every baby is born to do something great, and with our imbornto partners, the March of Dimes helps them first be born healthy. In 2013, the March of Dimes officially launched the imbornto cause platform during the Mother’s Day to Father’s Day shopping period, and consumers shopped or donated to help babies be born healthy.

Beaulieu of America
The Bon-Ton Stores, Inc.
Destination Maternity Corporation
Due in a Few
Famous Footwear/Crocs
Farmers Insurance Group
First Response
Kmart
Martha Stewart Living Omnimedia
Mud Pie
Oral-B
Provide Commerce
National Officers
Dr. Jennifer L. Howse – President
Richard Mulligan – Executive Vice President & Chief Operating Officer
Lisa Bellsey, Esq. – SVP & General Counsel, Assistant Secretary
David Horne – SVP & Chief Financial Officer, Assistant Treasurer
Edward R. B. McCabe, MD, PhD – Senior Vice President & Chief Medical Officer

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