

march  of dimes®

# 2014

OUR CAMPAIGN TO END PREMATURE BIRTH



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LaVerne H. Council (left) and  
Dr. Jennifer L. Howse

Our Campaign to End Premature Birth has become more urgent than ever. In 2014, the World Health Organization declared premature birth to be the leading cause of death for children under 5 worldwide, and the United States preterm birth rate of 11.4 percent is among the highest of any developed countries. But there is hope. Thanks to our efforts, the U.S. preterm birth rate has declined for the seventh straight year. That means 231,000 fewer babies have been born prematurely since 2006, saving our nation \$11.9 billion in health

care expenses and societal costs. With the support of dedicated volunteers across the nation, we raised \$198.8 million in 2014, allowing us to expand research on the causes of premature birth and to support services for thousands of pregnant women and families.

## RESEARCH

To study the many factors that lead to early births, the March of Dimes launched two more Prematurity Research Centers in 2014 to bring together brilliant minds from a wide range of disciplines to find answers and share research discoveries. Obstetricians at **Washington University in St. Louis** have joined with cardiologists and engineers to create a window into how and why contractions occur, and how they might be stopped if they occur too soon. Researchers at the **University of Pennsylvania** are teaming up to measure the biomechanics of the cervix and its responses to increasing weight of the growing fetus.

## EDUCATION

Education is a cornerstone in fighting premature birth. In 2014, we reached out to moms and health care providers through apps, social media, online, in the doctor's office and on television. Our 10 Workplace Standards for Healthier Moms and Babies and the March of Dimes Healthy Babies Healthy Business® wellness program addressed the importance of

premature birth prevention for employers of working women. We renewed our commitment to the Hispanic community by relaunching [nacersano.org](http://nacersano.org), our site for Spanish-speaking moms and families, with hundreds of health articles, interactive tools and educational videos. We also updated our [prematurityprevention.org](http://prematurityprevention.org) site to give professionals more ways to share vital information.

## COMMUNITY PROGRAMS

In 2014, we gave babies a fighting chance with our support of hundreds of local programs to ensure women have access to group prenatal care and services to reduce health risks during pregnancy. We expanded our Healthy Babies are Worth the Wait® community program to 25 sites in five states and partnered with local health departments and hospitals to identify needs in their community to further reduce preventable premature birth. Also this past year, we offered comfort and information to more than 93,000 families who had a baby admitted to a newborn intensive care unit (NICU) in more than 133 hospitals nationwide.

## ADVOCACY

The March of Dimes continues to be a powerful voice on behalf of moms, babies and families. State chapters pursued initiatives to prevent premature birth, ranging from access to health care to quitting smoking to substance abuse prevention. The tremendous advocacy efforts of volunteers amounted to 92 state policy wins in 2014. On the national level, the signing of the Newborn Screening Saves Lives Reauthorization Act in December renewed federal programs that support state-based efforts to screen every newborn for life-threatening conditions.

## GLOBAL EFFORTS

On November 17, our fourth annual World Prematurity Day reached new heights as millions of people joined in to support our

lifesaving mission. More than 100 countries and organizations participated in activities such as preconception and hygiene kits distributed in Nigeria; candles lit in honor of babies born too soon in Australia; and events from lighting buildings and landmarks purple to hosting online activities on Twitter and Facebook. In all, our message made a tremendous impact with 5.8 billion media impressions in 2014.

We have made active progress in working to save babies from being born too soon or with birth defects. Thank you for your continued support in helping us move closer to our goal of ending premature birth. The March is on. The time is now.



More highlights and financials on [marchofdimes.org/annualreport](http://marchofdimes.org/annualreport)



Dr. Jennifer L. Howse  
President  
March of Dimes Foundation



LaVerne H. Council  
Chair  
National Board of Trustees

# RESEARCH

Two new March of Dimes Prematurity Research Centers were launched in 2014 to bring even more scientists together to uncover the many causes of premature birth, and to collaborate on their findings to speed up research discoveries.



At the March of Dimes Prematurity Research Center at Washington University in St. Louis, new technology is being developed to help doctors predict which births may occur early. Engineers are teaming with obstetricians to develop new imaging devices that can better measure changes in the uterus and cervix throughout pregnancy and detect problems before it's too late.

Researchers at the March of Dimes Prematurity Research Center at the University of Pennsylvania are focusing on mitochondrial processes during pregnancy and premature birth. This investigative team will determine whether these cellular powerhouses, which must function properly to meet the high energy demands during pregnancy, are impaired when premature birth occurs.

Our Prematurity Research Initiative grants, begun in 2004, have awarded a total of \$27.8 million and are still going strong. One grantee has developed an innovative blood test that may be able to determine the difference between true premature labor and false labor. Other grantees are looking into the causes that can lead to premature delivery when a pregnant woman's membranes break too soon.

By supporting these brilliant minds working together, we will find answers that can spare thousands of families from the traumatic experience of a premature birth.

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# EDUCATION



Ensuring that everyone from moms and families to health care providers has the latest information is vital to helping more women have full-term pregnancies. That includes employers who face more than \$12.7 billion in excess health care costs due to premature birth each year. To promote the importance of prevention and wellness for working moms-to-be, chapters educated local chambers of commerce and business groups by promoting 10 Workplace Standards for Healthier Moms and Babies and Healthy Babies Healthy Business®, a free workplace wellness program.

We continued our Healthy Babies are Worth the Wait® education and awareness campaign, which tells women, “If your pregnancy is healthy, it’s best to stay pregnant for at least 39 weeks.” The campaign reached millions of women in 2014, through our extensive educational materials, web content, videos, social media outreach and public service advertising (television, print, online, outdoor and transit).

Online, 6.1 million people visited [marchofdimes.org](http://marchofdimes.org) for information on pregnancy and newborn health. More than 2.4 million Spanish-speaking moms and families accessed up-to-date health articles and videos on [nacersano.org](http://nacersano.org). In addition to prematurity prevention tools and resources, we provided health care professionals visiting [prematurityprevention.org](http://prematurityprevention.org) with new features to easily share vital information.

The number of downloads of our mobile phone app CineMama®, which lets women record the progress of their pregnancies, grew to 115,000 women. In addition to providing health tips, the app includes nutrition and important information, and a weight gain tracker.

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## COMMUNITY

Good health is important before and during pregnancy. With staff and volunteers in communities around the country, the March of Dimes supports programs and services to help women manage issues that may affect a healthy pregnancy like hypertension, diabetes, being overweight or smoking.



The March of Dimes NICU Family Support® program grew to 133 hospitals, offering comfort and information to more than 93,000 families with a baby in newborn intensive care. In 2014, we provided the NICU Family Support Core Curriculum for use in partner hospitals. These new standardized parent education sessions offer information on a variety of topics, including how to reduce the risk of another early birth; the healing benefits of skin-to-skin contact between parents and babies called kangaroo care; and getting ready to take baby home. The March of Dimes also engaged 29,000 users through Share Your Story®, our online community for NICU families.

Through community programs, including Healthy Babies are Worth the Wait®, 117,000 women received prenatal care and other risk reduction services as part of our effort to empower more moms to have healthy, full-term pregnancies and help reduce the incidence of an early birth.

During the year, 28 chapters provided more than \$1 million in grants to group prenatal care programs, such as CenteringPregnancy®, a model of prenatal care that combines health assessment, education and support within a group setting.

In 2014, 37 chapters supported programs with more than \$2 million in grant funding to address disparities in premature birth in minority communities. We continued Stork's Nest® to bring prenatal education and group support to low-income pregnant women. Becoming a Mom™/ *Comenzando bien*® offered materials in both English and Spanish that can be easily adapted to meet specific cultural needs. We also continued to partner with agencies that serve Native American populations through The Coming of the Blessing® initiative.

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## ADVOCACY

In 2014, tens of thousands of March of Dimes volunteers spoke out for babies in Washington, D.C., state capitals and Puerto Rico. Together we worked with legislators to increase health coverage options and promoted public health programs from newborn screening and quitting smoking to immunizations and drug use during pregnancy to help prevent premature birth.

With the March of Dimes leading a coalition of dozens of organizations, President Obama signed into law the Newborn Screening Saves Lives Reauthorization Act in 2014. All newborns, even preemies, should be screened for at least 31 life-threatening conditions, and the passage of this crucial bill renews federal programs that ensure these screenings continue.

Across the nation, our chapters were critical in fighting for the health of moms and babies by securing 92 state or local policy wins. Key successes included advocating for all pregnant women to receive full Medicaid benefits in California, and the elimination of the 6-month waiting period for previously insured children to enroll in the New York Child Health Plus program in New York.



# PREMATURITY AWARENESS



In November, we released the seventh annual Premature Birth Report Card, which compares each state's preterm birth rate to the March of Dimes goal of 9.6 percent of all live births by 2020. Results were encouraging. Between 2012 and 2013, 27 states and Puerto Rico saw improvements, with five states earning an "A." Despite this progress, the United States received a "C" because it fell short of our goal with an overall preterm birth rate of 11.4 percent.

Our fourth World Prematurity Day on November 17 was our biggest yet. In addition to live activities and Facebook, Twitter and other online events, the day received a major boost in 2014 from world-famous photographer Anne Geddes and international superstars Thalía and Hilary Duff. Anne Geddes created a signature image of a baby born too soon for the March of Dimes that was seen in television, print, outdoor and online advertising, creating 1 billion impressions worldwide. Thalía reached millions through social media and a World Prematurity Day public service message in English and Spanish. Hilary Duff released a public service announcement featuring her new music in support of our global awareness campaign.

# THANKS TO YOU



Fundraisers and their donors rallied at events around the country in support of the March of Dimes, raising a total of \$198.8 million to fund cutting-edge research and innovative programs to improve the health of moms and babies.

We are thankful to the 20,000 corporate and 17,000 family teams as well as individuals who participated in our signature fundraising event, March for Babies®. The money they raised helps us continue to promote healthier pregnancies and bring hope and comfort to families with a baby born too soon or very sick.

Tim Austin, Senior Vice President, Retail Services – Kmart, for Sears Holdings Corporation, served as the 2014 National Chair of March for Babies. Generous associates and customers at Kmart blew past their previous year's total by raising a remarkable \$11.2 million, putting them in the number one position among top March for Babies teams. Having raised more than \$125 million in the past 31 years, Kmart remains the March of Dimes longest-standing corporate partner and largest contributor to our mission to improve babies' health.

Our top adult walker was Rob Kindler from New York, who raised more than \$134,300. The Top 10 March for Babies teams were Kmart Corporation, Publix Super Markets, Inc., Macy's, Famous Footwear, Citi, UAW, Cigna, Cisco, GE and H-E-B.

Other events included Nurse of the Year Awards to honor exceptional nurses who have had a tremendous impact on patients and their families. In 2014, more than 6,500 nurses were nominated in more than 20 different categories. The number one Nurse of the Year event was held in St. Louis and raised more than \$220,000.

For people who enjoy fine dining, wine, auctions and socializing, Signature Chefs Auctions® pay tribute to local chefs and caterers while raising funds for our mission. The top March of Dimes Signature Chefs Auction for the second year in a row is Dallas, Texas, which raised more than \$714,000.

With Hollywood standouts like Elizabeth Banks, Steve Carell, Chris Pratt and Selena Gomez, the 2014 Celebration of Babies® luncheon raised a record \$1.1 million. The event recognizes celebrities and prominent individuals in the entertainment community who are celebrating a recent birth and share our commitment to healthy pregnancies and families.

# PARTNERS AND SPONSORS

## 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 \$125 million in the past 31 years.

*"Kmart takes great pride in having supported the March of Dimes every year since 1983. With more than \$125 million raised over that time, it's a testament to the dedication of our associates, Shop Your Way members and customers who join us in championing March of Dimes efforts to provide world-class care and research, and help ensure every baby is born healthy."*

— Alasdair James, President and Chief Member Officer

### **FAMOUS** footwear.

**Famous Footwear**, also the official shoe sponsor of March for Babies, has supported the March of Dimes through a highly successful in-store, online and internal corporate donation campaign, resulting in more than \$15.5 million total raised by customers and employees. Their efforts earned them the title of #4 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 to 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."*

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

### **macy's**

The March of Dimes and **Macy's** have a long history, when employees started walking in March for Babies some 17 years ago — a tradition that continues today. And, for the past 4 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 \$19.5 million.

*"Macy's is committed to giving back, nationally and to our local communities, and we are proud of our long-standing partnership with the March of Dimes. Our Shop For A Cause program has provided our customers and associates the opportunity to show their support and give back in support of the March of Dimes mission for stronger, healthier babies in communities nationwide."*

— Martine Reardon, Chief Marketing Officer



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 is a very personal experience for our employees — many tell me they get even more out of the experience than the energy they put into it. Together with the March of Dimes, Cigna is proud to support improving the health of the next generation."*

— David M. Cordani, President and CEO



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.



**United Airlines**, also the Official Airline of the March of Dimes National Ambassador Program, has raised more than \$5.5 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 preterm birth rates and prevent more babies from being born prematurely. On behalf of all of the United employees worldwide, 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



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 is proud to partner with the March of Dimes as we share the common goal to make a difference in the health and well-being of babies. Coast to coast, our great folks participate in March for Babies walks and creative fundraising contests and activities, because this cause is so personal and important.”*

— Neill “Gobie” Walsdorf, Jr., President

#### PREMATURITY CAMPAIGN SPONSORS

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Cigna  
First Response  
Johnson & Johnson

#### HEALTH EDUCATION SUPPORTER

First Response

#### PREMATURITY CAMPAIGN PARTNERS

American Academy of Pediatrics  
American College of Obstetricians and Gynecologists  
Association of Maternal & 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

#### NICU INITIATIVES SUPPORTERS

PerkinElmer  
Chiesi USA

#### IMBORNTO® PARTNERS

The Bon-Ton Stores, Inc.  
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e.p.t.®  
Kmart  
Martha Stewart Living Omnimedia  
Mud Pie  
Oral-B  
Scentsy

# STATEMENT OF FINANCIAL ACTIVITIES

Year ended December 31, 2014 and 2013 (amounts in thousands)

	<u>2014</u>	<u>2013</u>
<b>OPERATING ACTIVITIES:</b>		
<b>REVENUE</b>		
Contributions	\$ 177,320	\$ 184,095
Bequests and major gifts	7,631	8,315
Government, foundation and corporate grants	2,972	3,216
Investment return appropriated for operations	5,750	5,200
Other	5,163	6,691
<b>TOTAL OPERATING REVENUE</b>	<u>\$ 198,836</u>	<u>\$ 207,517</u>
<b>EXPENSES</b>		
Research and medical support	\$ 31,972	\$ 29,785
Public and professional education	75,168	80,267
Community services	50,732	53,321
Management and general	21,607	24,989
Fundraising	26,538	27,757
<b>TOTAL EXPENSES</b>	<u>206,017</u>	<u>216,119</u>
<b>(DEFICIENCY) OF OPERATING REVENUE OVER EXPENSES</b>	<u>(7,181)</u>	<u>(8,602)</u>
<b>NON-OPERATING ACTIVITIES:</b>		
Investment return (less than) greater than appropriated	(2,312)	9,786
Adjustment in pension liability	(40,967)	67,114
<b>CHANGE IN NET ASSETS</b>	<u>\$ (50,460)</u>	<u>\$ 68,298</u>

# STATEMENT OF FINANCIAL POSITION

Year ended December 31, 2014 and 2013 (amounts in thousands)

	<u>2014</u>	<u>2013</u>
<u>ASSETS</u>		
Investments, cash and cash equivalents	\$ 105,146	\$ 115,721
Assets held in trust by others	11,144	11,169
Land, building, and equipment - net	10,497	12,982
Other assets	13,191	14,082
<b>TOTAL ASSETS</b>	<u>\$ 139,978</u>	<u>\$ 153,954</u>
 <u>LIABILITIES</u>		
Grants and awards payable	\$ 19,886	\$ 19,331
Accounts payable and accrued expenses	14,906	10,964
Accrued postretirement and pension benefit costs	78,525	46,914
Other liabilities	2,044	1,668
<b>TOTAL LIABILITIES</b>	<u>115,361</u>	<u>78,877</u>
 <u>NET ASSETS</u>		
Operating	85,463	105,039
Accrued postretirement and pension benefit costs	(78,525)	(46,914)
Total unrestricted	<u>6,938</u>	<u>58,125</u>
Temporarily restricted	4,380	3,732
Permanently restricted	13,299	13,220
<b>TOTAL NET ASSETS</b>	<u>24,617</u>	<u>75,077</u>
 <b>TOTAL LIABILITIES AND NET ASSETS</b>	 <u>\$ 139,978</u>	 <u>\$ 153,954</u>

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