

**HEALTHY
MOMS.
STRONG
BABIES.**



***UNEXPECTED
TIMES.***

***RESPONDING
WITH IMPACT.***

ANNUAL REPORT 2020



Dear Friends and Supporters,

There's no denying, 2020 represented unexpected times for all of us. COVID-19 forced us to rethink how we lived, worked and played, but moms, babies and their families never stopped counting on us. In fact, they needed us more than ever. That's why March of Dimes flipped the script by responding with impact to protect the health of families during the global pandemic.

Fortunately, March of Dimes has an incredibly dedicated team matched only by the exceptional donors, volunteers and partners who fight with us. With their support we hosted educational webinars that reached more than a million people to help families cope with the pandemic. We provided critical information and medical supplies such as PPE masks to health care workers and families, including distributing thousands of meals for frontline workers and NICU families, and essentials like breasts pumps and blood pressure cuffs. We were also quick to virtualize our events and programs to help keep families connected and supported through one of the toughest times any of us has ever endured.

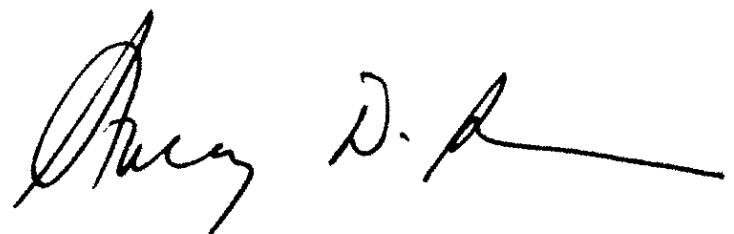
Turning our attention outside was absolutely vital to address the dangers COVID-19 presented to families whether planning a pregnancy, already pregnant or celebrating a recent birth. However, we needed to be effective not just for the moment, but for all the moments that follow. That drove us to shift on the fly on the inside to continue working to create lasting change for all families.

We did this by:

- Hosting group sessions for hundreds of moms-to-be at Supportive Pregnancy Care® sites, and hundreds more online through Supportive Pregnancy Virtual Groups.
- Educating thousands of health care providers on the impact of systemic racism and the role that they play.
- Stepping in where there's a lack of maternity care to support thousands of pregnant people in need.
- Rallying fundraisers, donors and volunteers to raise millions of dollars, including for our largest fundraiser March for Babies, to ensure moms and babies are healthy and strong.
- Advocating on behalf of families everywhere to pass laws to improve health equity and demand #BlanketChange to prioritize mom and baby health.

Looking back on a year unlike any other in recent times, it's truly astounding—and inspiring—what we still accomplished together. And there was a bright spot—we learned that through our collective strength, we won't let anything stand in the way of fighting for the health of every mom, baby and family.

Stay safe and be well,



Even before the pandemic, the U.S. remained among the most dangerous developed nations for childbirth, especially for women and babies of color.



SUPPORTING COMMUNITIES DURING THE GLOBAL HEALTH EMERGENCY

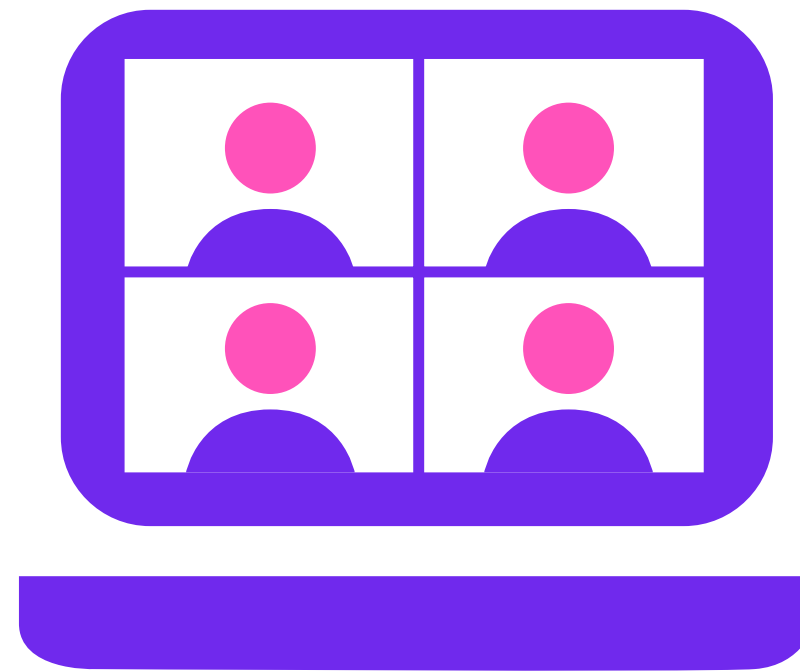
THE PATH →

March of Dimes took a leading role to protect the health of families during the COVID-19 pandemic.

THE PIVOT ↗

To help families cope with the pandemic, we hosted 19 Healthy Moms Strong Babies webinars, reaching more than **1.4M people with more than 550K views**.

Several of our markets also provided critical medical supplies to health care workers and information to families:



**1.4 MILLION
PEOPLE WITH
MORE THAN
550K VIEWS**



5,292+

meals for frontline
workers and NICU
families



21,838+

masks



80+

tablets delivered to
hospital partners



225

breast pumps



2,133+

NICU bags
with essential
supplies



450+

blood pressure
cuffs distributed
to at-risk women

HELPING ALL FAMILIES GET THROUGH A MOST DIFFICULT TIME



THE PATH →

March of Dimes' NICU Initiatives offer multiple ways for families with babies in the neonatal intensive care unit (NICU) and NICU staff at hospitals we partner with to access support and education they need to help improve the patient experience.

THE PIVOT ↗

Amidst the uncertainty, moms and babies needed our core support services more than ever. We reached more than **50K families in 2020 through our NICU Initiatives**, including the NICU Family Support® program and the My NICU Baby® App.

Also in response to COVID-19, we launched the NICU Online Education Series nationwide to support all families and answer questions with NICU clinical staff. We invested in HIPAA compliant Zoom accounts so our NFS Program Coordinators could work with families virtually, and meet with those who couldn't be present in the NICU.

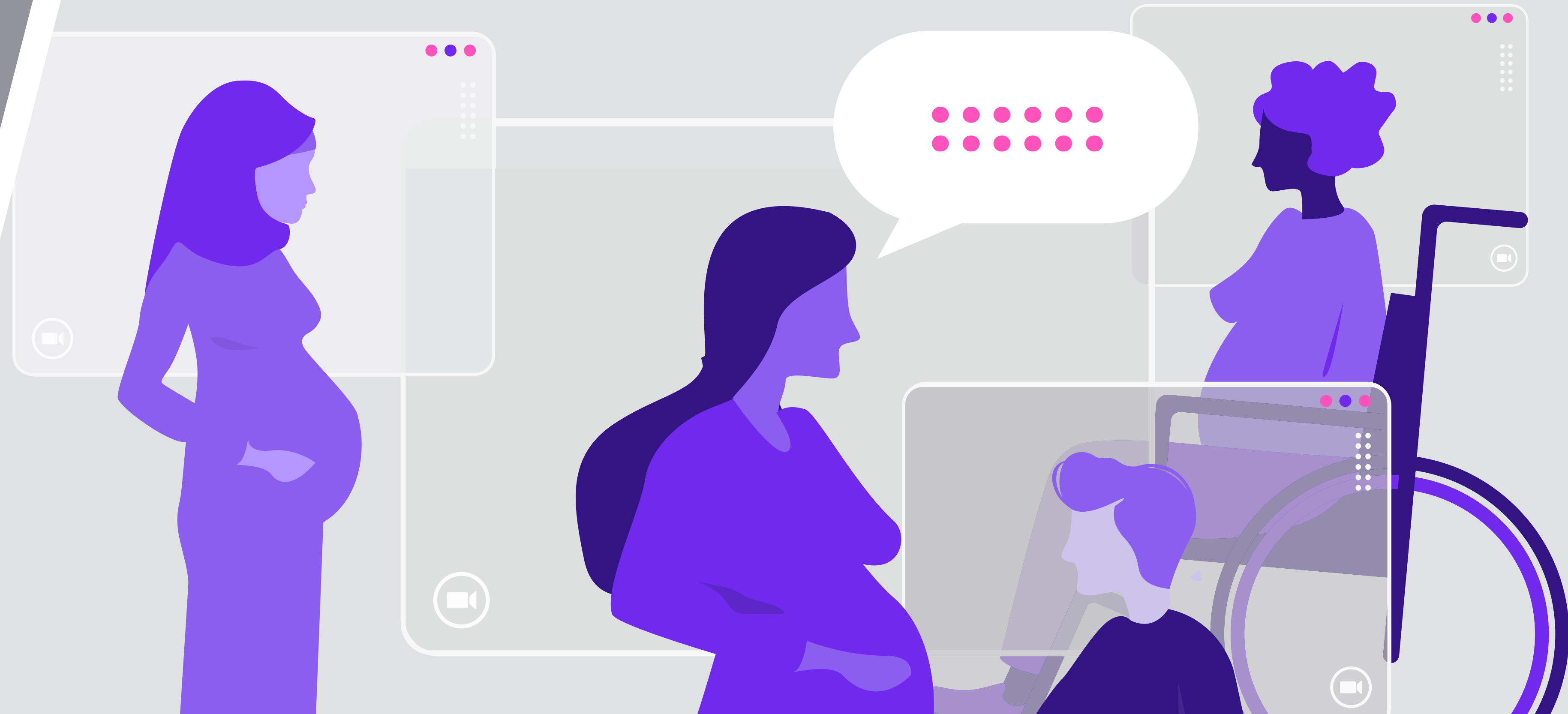
REFOCUSING TO ACTIVELY ENGAGE PARENTS-TO- BE IN THEIR HEALTH CARE

THE PATH→

Better lifelong health begins with Supportive Pregnancy Care (SPC), a group prenatal care program that aims to improve care delivery, increase social support and reduce women's risk of preterm birth.

THE PIVOT

During the initial wave of COVID-19 infections, March of Dimes created Supportive Pregnancy Virtual Groups (SPVG) to provide social support and education to expecting individuals in a safe, virtual space. In 2020, including repeat attendees, we hosted hundreds of pregnant individuals at our SPC sites and for SPVG sessions.



BRINGING CRITICAL SERVICES TO PREGNANT PEOPLE WHERE THERE'S A LACK OF MATERNITY CARE

THE PATH →

March of Dimes strives to help uninsured and under-insured women of childbearing age get access to quality health care for themselves and their babies.

THE PIVOT ↗

Throughout 2020, March of Dimes' mobile health units provided **2,000 patient visits**. These buses in 5 communities, such as in Arizona, Ohio and Washington, D.C., delivered pregnancy testing, prenatal care and social support services—all free of charge.



STEPPING UP TO RAISE FUNDS FOR FAMILIES IN NEED



THE PATH →

Moms and babies can't wait. Pregnancy can't pause. That's why families in communities all across the country needed us to find a way to come together for them.

THE PIVOT ↗

In response to the COVID-19 global pandemic and to address restrictions on in-person gatherings, we pivoted our largest annual fundraising event to be virtual with the March for Babies Step Up! campaign. In **114 markets** across the U.S., **70K individuals**, companies and teams rallied to raise more than **\$25M** to help ensure that every mom and baby is healthy and strong during this difficult time.

We also hosted other inspiring events such as Gourmet Gala where members of Congress competed as Celebrity Chefs, and Signature Chefs Feeding Motherhood featuring Emeril Lagasse and La La Anthony to raise critical funds for March of Dimes' work to help nourish all aspects of motherhood from prenatal to postpartum.



EQUIPPING MOMS TO BE THEIR OWN BEST ADVOCATES

THE PATH→

In 2020 March of Dimes launched a new consumer engagement platform—It Starts With Mom—that raised awareness and funds for the organization and provided women with health and wellness resources for every stage of motherhood.



IT STARTS WITH MOM

THE PIVOT↗

We reached **1.5M viewers through March of Dimes digital channels** during the campaign period.

Our virtual keynote event on May 7—It Starts With Mom Live—was hosted by Jessica Alba, actress and founder of The Honest Company, and received **206K live stream views, 170K social engagements with more than 95M media impressions**, including features in publications such as Parents, Forbes, BabyGaga, Parade, ABC News Radio and Latin Times.

ItStartsWithMom.org offered moms pregnancy health resources with more than **45K website views**. And throughout the fall, a series of live events were held online, featuring more than **80 corporate leaders**, health care professionals and new and veteran moms serving as speakers, including Allyson Felix, most decorated track and field Olympian; Fidji Simo, VP and Head of Facebook App; and Senator Tammy Duckworth.

Along with The Honest Company, notable sponsors of It Starts With Mom were Macy's, NUK and Cisco, with media partners Parents and Romper.



INVESTING IN RESEARCH TO SOLVE UNMET NEEDS AND GAPS IN MATERNAL AND INFANT HEALTH

THE PATH→

Our research to find the causes of preterm birth and develop diagnostic and therapeutic tools to fight it never stopped.

THE PIVOT↗

We advanced critical research by funding five Prematurity Research Centers (PRCs) located at hospitals, medical centers and universities in the U.S. and London, with total funding (due to no-cost extensions) for **2020 amounting to \$5.75M.**

OUR PRCs AND THEIR AREAS OF FOCUS INCLUDED:

- **California Collaborative (Stanford University and University of California, San Francisco):**
 - Stanford: Maternal immune response changes and preterm birth; Community-Hospital Low-Dose Aspirin Initiative
 - UCSF: Biorepository of preterm birth data; and computational modeling for drug discovery for preterm birth
- **Ohio Collaborative (Cincinnati Children's Hospital Medical Center, Case Western Reserve and Vanderbilt University):** Function of genes found to be associated with preterm birth; Endocrine-immune crosstalk for pregnancy maintenance
- **University of Chicago-Northwestern-Duke:** Epigenomics (gene expression changes) of preterm birth
- **University of Pennsylvania:** Markers of placental dysfunction and preterm birth
- **Imperial College, London:** Role of the microbiome in preterm birth; validation of biomarker POC test; HIV and preterm birth; epidemiology of birth outcome disparities in the UK

WE CONDUCTED TWO CLINICAL TRIALS:

- A microbiome supplement to prevent inflammation that leads to preterm birth.
- A validation of micro-RNA molecules as a diagnostic biomarker in the development of a point-of-care test for preterm birth.

And March of Dimes-funded research generated:

23 peer-reviewed PRC publications on maternal and infant health.

SETTING THE STAGE FOR THE NEXT GREAT INNOVATIONS

THE PATH→

Our research grants support actionable science focused on early stages of pregnancy and neonatal development, preterm birth causes and interventions, and diagnostics and therapeutics for pregnancy and infant health.



THE PIVOT↗

To address the health of families in 2020, we funded two COVID-19 research grantees evaluating the virus' impact on moms and babies. The grants, amounting to **\$250K**, were made possible by donations to the March of Dimes COVID-19 Intervention and Support Fund, and included:

- **Mass General Hospital:** this study observed low rate of transfer of COVID-19 specific antibodies across the placenta, and higher rates through breast milk
- **University of Pennsylvania:** this study found that the virus's effect on other bodily systems affect the placenta and pregnancy health, without infecting the placenta

We also distributed **\$1.1M** for:

3 Novel Discovery Grants

5 Clinical and Social Science Grants

6 Innovative Challenge Grants

And we recognized excellence with:

- **3** Basil O'Connor Starter Scholar Awards
- **2** development program fellowships
- The Richard B. Johnston, Jr., MD Prize in Developmental Biology
- The Agnes Higgins Award in Maternal-Fetal Medicine

PRIORITIZING MOM AND BABY HEALTH ACROSS THE COUNTRY

THE PATH→

For families everywhere, we advocated on behalf of, against or monitored more than **150** state legislative bills throughout 2020 to improve health equity for all moms and babies and ensure that every family is healthy. Among the highlights are March of Dimes Georgia celebrating the passage of HB 1114, which extends postpartum Medicaid coverage from 60 days to 6 months. About a dozen additional states proposed Medicaid waivers, financial estimates or other initiatives designed to extend coverage during the postpartum period.

THE PIVOT↗

We utilized the pandemic to promote advocacy, including:

- Advocating for a comprehensive response to our nation's maternal mortality and morbidity crisis advancing key legislation through the House of Representatives.
- Playing a key role in the development and introduction of the Black Maternal Health Momnibus Act in collaboration with the Black Maternal Health Caucus.
- Raising our profile on federal paid family leave legislation by successfully advocating for emergency paid leave and sick days under the Families First Coronavirus Response Act, and advocating in support of a permanent national paid leave program.
- Continuing our strong advocacy in support of pregnancy nondiscrimination legislation, the Pregnant Workers Fairness Act, which passed the House of Representatives.

We also elevated our mission and advocacy work through major media campaigns around vaccines, #BlanketChange, our March of Dimes Report Card and Nowhere to Go: Maternity Care Deserts Across the U.S. report; and through the Vaccine Press Conferences; the Arizona State of Maternal Health Press Conference; the New York Press Conference with Better Balance on Pregnancy Accommodations; and Kentucky virtual press conference held on paid leave.



TAKING ACTION TO CREATE POSITIVE CHANGE FOR MOMS AND BABIES EVERYWHERE



#BLANKETCHANGE

THE PATH →

March of Dimes demanded #BlanketChange in memory of the **700 women** who die each year from childbirth or pregnancy-related causes by calling on policymakers to prioritize our nation's moms and babies and take immediate action to improve their health.

THE PIVOT ↗

While events didn't happen as planned or were canceled all together due to the pandemic, we were able to exceed the growth number in advocates to shift to a digital activation and promotion locally of #Blanketchange and our advocacy efforts. Thanks to you and 70 corporate, nonprofit, advocacy and influencer partners:



More than 2K new advocates signed on, adding to 6K from the year's start



4.3K emails and 130 tweets were sent to members of Congress



Nearly 20M people were reached through social posts



14K people visited BlanketChange.org

ENGAGING PROMINENT PEOPLE TO IMPROVE THE MATERNAL AND INFANT HEALTH CRISIS

THE PATH→

Through our advocacy, we increased awareness of the March of Dimes mission utilizing our Celebrity Advocate Council members and friends as well as their followers to reach new audiences, including:

THE PIVOT↗

- Porsha Williams' Instagram Live with March of Dimes President and CEO Stacey D. Stewart on the Black maternal health crisis
- Nick Lachey creating his own March for Babies team and encouraging his followers to participate
- Jessica Alba's support of It Starts with Mom Live bringing more eyes to the organization

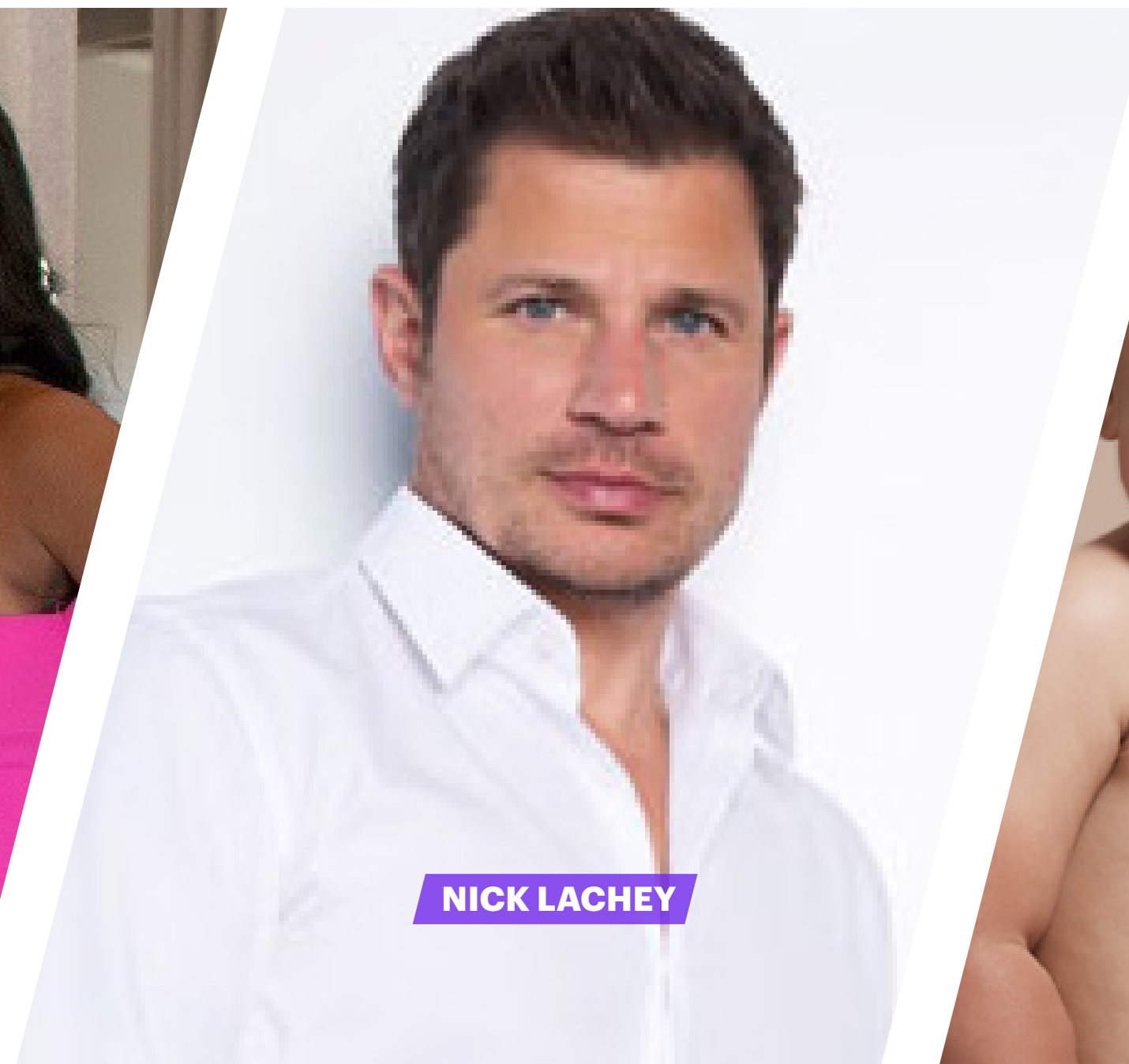
41.6M total social media reaches and 110+ total social media impressions.



@MarchofDimes



STACEY D. STEWART AND PORSHA WILLIAMS



NICK LACHEY



JESSICA ALBA

IDENTIFYING AND REMEDYING IMPLICIT BIAS AND EDUCATING HEALTH CARE PROVIDERS

THE PATH →

March of Dimes offers a range of educational opportunities for health care professionals, including Implicit Bias Training.



THE PIVOT ↗

As well as training more than **8,200 providers** through our e-learning tool, we launched 13 live sessions in 2020 to educate them on the impact systemic racism has on birth outcomes and maternal mortality and the critical role they play to lessen the effects of bias, particularly for families of color.

We also provided continuing education to an additional **3,500+ nurses**, as well as offering website resources, nursing modules and genetics education resources.

MEETING THE NEEDS OF A GLOBAL PANDEMIC AND SHINING A LIGHT ON HEALTH INEQUITIES

THE PATH→

Amidst the nation struggling with racial justice and COVID-19, March of Dimes jumped into action to protect pregnant people and their families across the country.



THE PIVOT↗

We met the needs of families by publishing important reports that shed light on racial disparities in health care and establishing a fund to raise critical money to improve mom and baby health.

- **The Mom and Baby COVID-19 Intervention and Support Fund** addressed the urgent need for research, advocacy, education, resources and support to protect moms, babies and families from COVID-19 and the unknown future effects of the virus.
- **The 2020 March of Dimes Report Card** was updated to provide a comprehensive view beyond grading states based on preterm birth rates to include infant death, inadequate prenatal care and disparity ratios information and important policy solutions.
- **The Nowhere to Go: Maternity Care Deserts Across the U.S. report** released in September found that 2.2M women live in maternity care deserts—counties with no hospitals offering obstetric care—and 7M women of childbearing age live in counties without access or with limited access to maternity care.

TAKING THE LEAD TO PROTECT MOMS, BABIES AND FAMILIES

THE PATH →

Volunteers drive our work to help families get the best possible start. With help from people like you, we're making an impact through education, research and advocacy.

THE PIVOT ↗

Due to COVID-19, we quickly pivoted to address the unique needs of military families, which included virtualizing our Mission: Healthy Baby® program to help military families have one less thing to worry about and have healthy, full-term babies. We hosted 18 virtual baby showers in 2020 that provided new moms with a fun virtual experience as well as baby gifts, live raffles and educational videos from experts in the field. In addition to free pregnancy and health education, each mom received a Philips baby monitor, a month's supply of diapers, breastfeeding supplies, diaper bags and more.



OUR PARTNERS AND ALLIANCES

Bringing together the right people and organizations who can do the most good for our families has been built into our DNA since the beginning. Our partners and alliances drive our mission, and their work has never been more crucial than it was last year.

We're so grateful to the following local, regional and national partners whose remarkable support helped protect moms and babies throughout 2020.

3+ MILLION

Publix

2+ MILLION

reckitt

**United
Healthcare**

500K+

H-E-B



MERCK

Cigna

Pampers

**BlueCross
BlueShield**

Anthem

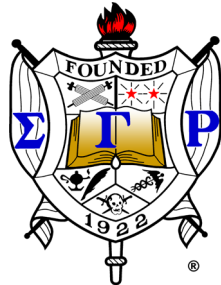
Robert Wood Johnson Foundation

**U.S. Centers for
Disease Control
and Prevention**

150K+



ALPHA PHI ALPHA FOUNDATION



75K+

Advocate Aurora
Ascension
B.U.L.L. Session Invitational Charity
Events
Bank of America
Carter's
Centene Corporation
Centerpoint Energy
Chevron

Children's Wisconsin - Milwaukee
Cisco
Citibank NA
CooperSurgical
DELTA SIGMA THETA SORORITY, INC.
Ernst & Young
FedEx
GE
GM Financial
Greater Washington Community
Foundation

Gulf Coast Division Office
Hilton
Honest Company
KPMG
Los Angeles County
Macy's
Memorial Healthcare System
Memorial Hermann Health System
National Football League
Nestle USA
NRG Energy Inc

Ontario Airport
Pfizer
PHI BETA SIGMA FRATERNITY, INC
PNC
Providence Health & Services
Puerto Rico's Primary Care Association
Saint Luke's Health System (Kansas City)
Samsung Electronics
Texas Health Resources
TJO LIUNA Charitable
TLODTTA

UBS Financial Services
United Supermarkets
United Way
UnitedHealth Group
Walmart
Wellstar Health System
Wintrust Financial
World Wrestling Entertainment, Inc.

NATIONAL SERVICE PARTNERS



Zeta Phi Beta Sorority, Inc. continues to be inspired by our partnership because after almost 50 years, March of Dimes has always been on the forefront of working to eliminate health inequities for pregnant women and their families.”

VALERIE HOLLINGSWORTH BAKER

International President
Zeta Phi Beta Sorority, Inc.



March of Dimes has a legacy of supporting the health and future of moms and babies. The organization’s commitment to its mission is a wonderful example of community-minded leadership, which is also at the core of FBLA-PBL’s mission."

ALEXANDER T. GRAHAM

President and CEO
Future Business Leaders
of America-Phi Beta Lambda

Alpha Phi Alpha Fraternity, Inc.

Chi Eta Phi Sorority, Inc.

Delta Sigma Theta Sorority, Inc.

Future Business Leaders of America and Phi Beta Lambda

Gamma Sigma Sigma

General Federation of Women’s Clubs

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Kiwanis International and Key Club International

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Sigma Gamma Rho Sorority, Inc.

Top Ladies of Distinction and Top Teens or America, Inc.

The Links, Incorporated

Tri Sigma

Zeta Phi Beta Sorority, Inc.

ROOSEVELT SOCIETY

Roosevelt Society members are March of Dimes’ most committed and loyal individual donors who invest in our mission. Our work simply wouldn’t be possible without their support to solve the toughest maternal and infant health problems, and keep families safe during the global health crisis.

PRESIDENT CIRCLE

Fred and Emma Goltz
Dr. Richard B. Johnston, Jr.
Sue and Lester Smith

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Dan and Amy Fields
Mr. Wyck Godfrey and
Dr. Mary Kerr

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Gretchen Carlson
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Randy and Cindy Pond
The Richard M. Powell
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Sue and Will Schick
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Mrs. Katherine L. Simon
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Hallie Vanderhider
The Vince and Linda
McMahon Foundation
Joseph and Clare Welch

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Chris Stapleton
Stephanie and Frank Tsuru
Timothy J. White &
Michelle LeCompte
Frank and José Willemsen–
Van Dijk
Yeamans Family
Foundation

LEGACY CIRCLE

*Thank you to these individuals
who have included March of Dimes
in their estate plans.*

Stephen Abelman
Louis Albrecht
Rhonda Anderson
Leck Arnold
William Barry
David Batelaan
Scott Berns
Kari Boatner
LeeAnn Bondy
Stephen Bothwell
Laura Bronson
James Cavanagh
Vincent A. Coghlan, Jr.
Fred Davenport
John Davis

James Dixon
Dee Ann Dobson
Matthew Duggan
Michael Finnerty
Renee Fishbain
Elizabeth Flaherty
Stephen Florkoski
Mary Lou Ford
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Pauline Graivier
Jon Helms
Christine Iwai
Vincent Johnson
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Suryaram Joshi
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Latricia Thomason
Irene Thomassen
Judy Trier
Robert Valdilezz
Pamela Vaughan
Nancy Watson
Michael Welling
David Yeamans

MARCH OF DIMES STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED DECEMBER 31, 2019 AND 2020 (AMOUNTS IN THOUSANDS)

	2019	2020
OPERATING ACTIVITIES		
Revenue		
Contributions	\$ 108,310	\$ 78,265
Bequests and major gifts	7,971	13,503
Government, foundation and corporate grants	2,372	4,257
Investment return appropriated for operations	2,000	2,000
Other	4,499	2,227
Total operating revenue	\$ 125,152	\$ 100,252
Expenses		
Research and medical support	\$ 21,435	\$ 13,845
Public and professional education	13,439	10,817
Community services	60,535	49,581
Management and general	12,710	10,215
Fundraising	20,262	14,115
Total expenses	\$ 128,381	\$ 98,573
Excess (deficiency) of operating revenue over expenses	(\$ 3,229)	\$ 1,679
NON-OPERATING ACTIVITIES		
Investment return greater than appropriated	\$ 1,330	\$ 1,144
Net increase in fair value of assets held in trust by others	1,263	820
Gain on disposal of assets	8,409	
Loss on termination of perpetual trust	(360)	
Adjustment in pension liability	(2,872)	(15,261)
Change in net assets	\$ 4,541	(\$ 11,618)

MARCH OF DIMES STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2019 AND 2020 (AMOUNTS IN THOUSANDS)

	2019	2020
Assets		
Investments, cash and cash equivalents	\$ 50,865	\$ 50,948
Sponsorships and other receivables—net	8,373	10,086
Assets held in trust by others	10,569	11,508
Land, building and equipment—net	634	348
Other assets	2,117	2,065
Total assets	\$ 72,558	\$ 74,955
Liabilities		
Grants and awards payable	\$ 4,114	\$ 2,561
Accounts payable and accrued expenses	8,197	7,040
Refundable advances and deferred revenue	2,349	5,113
Accrued pension obligation	65,788	79,749
Total liabilities	\$ 80,448	94,463
Net assets		
Without donor restrictions	(\$ 27,311)	(\$ 42,596)
With donor restrictions	19,421	23,088
Total net assets	(7,890)	(19,508)
Total liabilities and net assets	\$ 72,558	\$ 74,955

EXECUTIVE LEADERSHIP TEAM



Stacey D. Stewart
President and CEO



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SVP and General
Counsel and
Assistant Secretary
of the Board



David C. Damond
SVP and Chief
Financial Officer and
Assistant Treasurer of
the Board



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SVP and Chief
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and Officer of the
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Andrew Coccari
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SVP Market Impact

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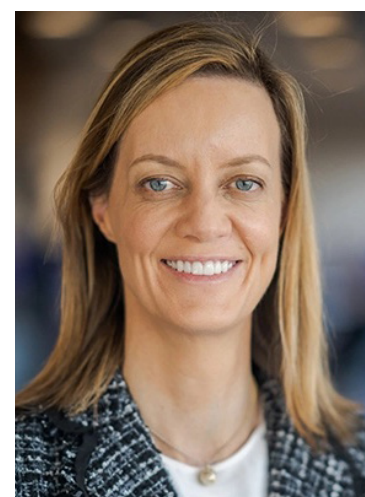
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Shahzad**
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Every mom and baby should
be healthy regardless of
wealth, race, gender or
geography.

Thank you for helping us
move closer to that goal.

**HEALTHY
MOMS.
STRONG
BABIES.**



MARCHOFDIMES.ORG

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