

A close-up photograph of a woman with dark hair and a pearl earring kissing a baby on the cheek. The baby is looking towards the camera with a slight smile. The background is a soft, out-of-focus light color.

HEALTHY MOMS. STRONG BABIES.

2017 ANNUAL REPORT

LEADING THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES



Dear Friends and Supporters:

This year March of Dimes is celebrating our 80th anniversary. The world has changed so much since our founding, but the work of March of Dimes is as relevant as ever.

As President of this historic organization, I often reflect on how we can meet today's challenges and continue to serve as the leader in mom and baby health. I am proud of the advances we've made in 2017, in particular:

- Launching the March of Dimes Prematurity Campaign Collaborative in March
- Launching the March of Dimes Perinatal Safety Center in May
- Earning GuideStar's highest level of recognition, the Platinum Seal of Transparency
- Rebranding March of Dimes to match our champion spirit and unrivaled legacy

And while we gave nearly 4 million babies in this country the best possible start last year, that doesn't change the fact that nearly half a million of those babies were born prematurely or with birth defects. This urgent health crisis called preterm birth is not going away—in fact, provisional data for 2017 shows it's getting worse and U.S. preterm birth rates have risen for the third year in a row.

Even though the U.S. is one of the most highly resourced countries in the world, 20 high income countries have lower preterm birth rates than every state in the U.S.

Shining a light on another problem in this country, women of color have an up to 50 percent higher rate of preterm birth than white women. Our work for ALL moms, ALL babies, ALL families is crucial now.

Here's where March of Dimes can turn things around. We have a history of mobilizing individuals to address a public health crisis—that's just what we did under the great Franklin D. Roosevelt who founded this organization to solve the epidemic of polio. Our commitment today is to combat preterm birth with the mobilization of communities near and far.

At March of Dimes we're implementing solutions to reduce risk—solutions like group prenatal care—and investigating the underlying causes of preterm birth and maternal and infant death. Answers, preventions and courses of treatment for all families in this country will come from new approaches and data, including collaborations like our newest March of Dimes Prematurity Research Center at Imperial College London.

Eighty years of fighting for the health of every family has made us the strong, reliable and empowering organization we are today. We ask each of you to channel your inner FDR to be part of the mobilization—to lead this country toward birth equity and a brighter future for us all.

Thank you for being part of this incredible effort. Here are some highlights of our goals through 2020, which will inspire you to keep fighting for the health of all moms and babies.

We're accelerating new interventions and solutions with a focus on equity and lowering preterm birth.

- This will include a national campaign in at least 30 states, commissioning six research studies integrating social and biological sciences and expanding our Supportive Pregnancy Care program sites.

We're building a movement by mobilizing people to generate more than 15 thousand advocacy actions.

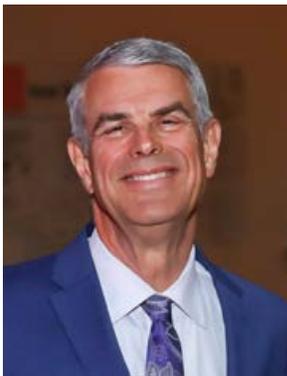
- This will include a 5 percent increase in public awareness of disparities around birth, expanding our digital subscribers to 1M and mobilizing 100K volunteers to take action.

Passionately,

A handwritten signature in black ink that reads "Stacey D. Stewart". The signature is fluid and cursive, written over a white background.

STACEY D. STEWART
PRESIDENT
MARCH OF DIMES

FROM OUR BOARD TO YOU



Dear March of Dimes Community:

Like many of you, I have a personal connection to March of Dimes—my daughter Shay was born four weeks premature and spinal meningitis sent us back to the NICU for her treatment. I'm constantly inspired by the work we do. My family and I March for Babies in Dallas each year, and both my son and daughter have dedicated their time and their talents to serve the mission.

I know how essential our volunteers are to the organization. I started out as a March of Dimes volunteer in Texas. So I'm thankful for the dedicated volunteers and committed staff who work so closely every day as partners. With their constant collaboration, and Stacey's strong leadership, passion and strategy, we're charting a new path forward. We're improving our fiscal sustainability and operational capacity.

On behalf of the board, I'm thrilled to say we're headed into our most important year yet. After eight years on the National Board of Trustees, three as Chairman, I couldn't be more excited about our direction. Outwardly we have a new look for our brand. But inwardly we've also made changes—we're more integrated and aligned. We're poised to change what the world knows about prematurity and how moms and babies get what they need. Our mission focus is clearer than ever.

In 2017 we created new experiences to foster conversation around the issues facing moms and babies. Imagine a World, our interactive event in Los Angeles, featured the work of devoted volunteers Kel and Anne Geddes—Anne's master photography told the stories of real families. With ambassadors like them and sponsors like Pampers, a brand that's partnered with us to drive public awareness, we're empowering families and helping moms and babies across the country.

Thanks to all of you who make March of Dimes what it is today.

Sincerely,

A handwritten signature in black ink that reads "Gary M. Dixon". The signature is written in a cursive, flowing style.

GARY DIXON
CHAIRMAN
NATIONAL BOARD OF TRUSTEES
MARCH OF DIMES



LOUIS MUGLIA, M.D., PH.D.

RESEARCH

DISCOVERING ANSWERS WITH COLLABORATIVE RESEARCH

While scientists have known for some time that a mom's genes can influence whether her baby is born prematurely, they didn't know which genetic factors were responsible and how the genes were activated. Now, thanks to a landmark study led by a global team of researchers including scientists at our March of Dimes Prematurity Research Center—Ohio Collaborative, it's possible to zero in on precise gene regions that influence the length of pregnancy and the timing of birth. This breakthrough may help to lower rates of preterm birth at a crucial moment when these rates have been steadily increasing.

The groundbreaking study "is just the beginning of the journey, but at least we know now what the foundation is," said Louis Muglia, M.D., Ph.D., principal investigator of the Ohio Collaborative, who coordinated the study along with Bo Jacobsson, M.D., Ph.D., of Sahlgrenska Academy, University of Gothenburg, Sweden and the Norwegian Institute of Public Health, Oslo. The identification of six critical gene regions will significantly narrow the search when assessing whether a woman may be at risk of preterm labor and developing strategies to prevent it.

The collaborative nature of the study allowed the researchers to gather genomic data from more than 50,000 pregnant women—five times more than any previous study of preterm birth. More than 44,000 samples came from women who had provided saliva to the genetic testing company 23andMe and agreed

to participate in this study. Their data were compared with a data set from a cohort of more than 8,000 women and 4,000 babies from Norway, Finland and Denmark.

These illuminating findings offer scientists a much clearer roadmap for future investigations. Calling it "an exciting horizon," Dr. Muglia explained, "For the first time, we have an idea of what tissue in the mom is... likely driving the risk for preterm birth." Some of the newly identified areas for potential study include the cells lining the uterus, specific nutrients that may influence preterm birth risk and factors that control immune function, blood pressure and metabolism.

Researchers plan to launch studies in Africa and Asia to determine how these gene associations apply to non-European populations. The findings will also be incorporated into a March of Dimes database to allow researchers to study them in conjunction with other potential factors in preterm birth. This database includes data from all six March of Dimes Prematurity Research Centers, including the most recently established one at Imperial College London.

In this country 1 in 10 babies is born prematurely, and March of Dimes won't stop fighting until we know why and can develop methods of prevention. This research has brought us significantly closer to achieving that goal.

SOCIAL AWARENESS

POWERING CONNECTIONS WITH SOCIAL MEDIA

Families, teams and volunteers bring our work to life at March for Babies, our Signature Chefs Auctions, our Gourmet Gala, Mission: Healthy Baby showers and at local events across the country, including days of gratitude. Unmatched enthusiasm motivates them, reminding us why we've been doing what we do for more than 80 years.

Companies, organizations and millions of dedicated individuals at our events in 2017 raised \$108 million—with \$75 million of that raised by 7 million participants in more than 500 March for Babies communities. Families' lives have been changed by people and by companies like Pampers, which celebrated Little Fighters for Prematurity Awareness Month in November, and by HCA Healthcare, which empowered NICU families in 30 hospitals all year and celebrated them at March for Babies all over the country.

These are the marchers, the supporters, the loyalists who give every baby a healthy start.

 **Cindy Mendenhall**
@PumaTreats

I learned more about fight, courage and strength from my daughter. ❤️
[#prematurityawarenessmonth](#)
[#fightlikeapremie](#) [#marchofdimes](#)
[#rockstar0401](#)

 **Stacey D Stewart**
@MarchofDimesPrz

Fun evening w/Reps. [@SteveScalise](#) & [@RepRickAllen](#) @MarchofDimes
[#MODGourmetGala](#) supporting healthy moms and babies! Thanks so much!



 **Pampers**
July 11, 2017 · 🌐

Sign up for a new Pampers subscription on Amazon Prime Day and Pampers will donate \$10 to the March of Dimes, up to \$160,000, to support families with babies in the NICU. Together we can reach our goal of welcoming home 10,000 babies.

 **kookie007**
Bolingbrook Golf Club



kookie007 I had the pleasure of supporting Chef Cheryl Bowman - Lead Chef - March of Dimes Signature Chefs Auction! A phenomenal woman of beauty, talent and excellence!

 **Nancy Osborne Foshee** is with Josh Foshee.
April 29, 2017 · 🌐

Our little superheroes had a great time at the March of Dimes March for Babies today! We loved visiting some of the boys former nurses at the UAB NICU/CCN tent!

 **HCA** @HCAhealthcare · 7 May 2017
Love to see [#HCAMarch4Babies](#) @MarchofDimes

OverlandParkRegional @OPRMC
Thanks to everyone who came out to support @MarchofDimesKS!! We did it!! [#marchforbabies](#) [#WhyIWalk](#) [#HCAcares](#) [twitter.com/marchofdimesks...](#)

 **The Coffmans**
@coffmanfamily



Each year, our family supports the March of Dimes in memory of our daughter, Caitlin Elizabeth. Though she was only with us for a short time, her life filled our hearts with a lifetime of love.
[marchforbabies.org](#)



ADVOCACY

IMPROVING THE LIVES OF WORKING MOMS

More than ever before, women are working during pregnancy and returning to work after their babies are born. It's vital that expectant and new moms stay healthy and safe in the workplace. In 2017 March of Dimes spearheaded efforts across the country to ensure moms-to-be have the healthiest work environments and the support they need to work effectively.

We advocated on behalf of all moms, empowered moms to advocate for themselves and celebrated the success of our wins for working moms and their babies, including securing benefits for nursing moms and for moms who experience complicated pregnancies or births.

Leading the conversation about women's experiences in the workplace, our advocates spoke up about employers' roles in ensuring healthy pregnancies for their workers. Tireless outreach—including written statements, meetings with lawmakers and live testimony at statehouses—resulted in six state wins in 2017, with the passage of new bills offering a range of workplace protections for moms before and after childbirth.

In Connecticut, Massachusetts, Nevada, Vermont and Washington, employers are now required to make adjustments to working conditions for pregnant women who need them. Employers now must provide basic accommodations to women who are pregnant in order to help them remain healthy, such as allowing them to

take lighter duties, sit down periodically or eat frequent snacks. The fact that women are now protected from losing their jobs over simple needs like these can also reduce stress. These laws represent modest changes that should not impact workplace productivity, but can make a measurable difference in a healthier birth.

"Accommodating pregnancy doesn't have to be burdensome or complicated for employers. A pregnant woman may simply need a chair or an additional break in order to stay healthy," explained Cynthia Pellegrini, Senior Vice President for Public Policy and Government Affairs at March of Dimes. Employers, who spend more than \$12 billion a year on claims related to prematurity and complicated births, have plenty to gain as they make adjustments for working moms.

In Delaware, March of Dimes worked tirelessly to support a bill that provides pregnant state employees with six weeks of additional unpaid family leave for pregnancy complications. While the original bill only covered moms of twins or other multiples, our advocacy resulted in coverage for all moms who exhaust their leave for medical reasons before birth. This is a step in the right direction as we fight for policies that protect moms' rights, including better paid leave plans in the future.

Bolstered by these victories, March of Dimes will champion similar efforts in other states to get all moms the support they need to improve their lives and the lives of their babies.

MAJOR AND PLANNED GIVING

GIVING BACK TO CREATE A LEGACY

Bold leadership, innovation and individual accountability are March of Dimes hallmarks. We lead the fight for the health of all moms and babies, but we couldn't do it without the commitment and support of those who are passionate about what we do every day.



NEAL AND SHEILA SCHNEIDER

March of Dimes funds lifesaving research, community programs, education and advocacy, but a gift to our organization does more than that. It makes the future brighter for us all. In 2017 the March of Dimes Roosevelt Society was founded to honor our tradition of giving back to society, our history and those without whom we couldn't progress our mission. This society of like-minded leaders is connected to build strong relationships and a network of success.

Roosevelt Society founding members are our most significant donors—each one commits at least \$50,000 over a three-year period and interacts with national and local March of Dimes leadership to make a difference in this world.

Members like Sheila and Neal Schneider, grandparents of Kate and Haley, decided to do something after premature birth affected their daughter not once but twice. Kate, the eldest grandchild, was born at 25 weeks, 4 days, weighing just 1 pound, 10 ounces. She was in the newborn intensive care unit (NICU) for 10 weeks. "Being in the NICU, and the whole first year, was probably the most traumatic thing we've ever been through," Sheila notes. Her daughter's second pregnancy with Haley was high-risk, and when she started showing signs of preterm labor, she was put on bed rest. Haley was born at 33 weeks, weighing 4 pounds, 11 ounces and was in the NICU for two weeks. The girls are now healthy at 14 and 12, respectively.

"We're so grateful for the outcome for these little girls... If it wasn't for the work of March of Dimes, they may not have thrived. And their parents', and all of our lives, could have been completely different."

SHEILA SCHNEIDER

ROOSEVELT SOCIETY FOUNDING MEMBER



HALEY AND KATE

The Roosevelt Society helps us support moms through every stage of the pregnancy journey, even when everything doesn't go according to plan.

We also have the Roosevelt Society Legacy Circle that recognizes donors who have named March of Dimes in their estate plan. Bequests and other estate gifts can make a huge difference in our ability to help babies and their families well into the future. March of Dimes can be added to your will. When we come together, even the toughest problems can be solved.

PARTNERS

BUILDING RELATIONSHIPS AND STRONGER COMMUNITIES



As we fight to give every baby the best possible start, we shed light on the links between supportive environments, a healthy work-life balance for moms and the future of our society. Our partnership with the biopharmaceutical company EMD Serono, Inc., is one such example of the power of collaboration as we launched the March of Dimes Center for Social Science Research in 2017.

Together March of Dimes and EMD Serono will conduct six research studies over three years to delve into the core issues influencing the health of working moms and their babies. A deeper understanding of how interrelated factors affect families will help our teams identify potential solutions. Our goals include equal treatment and more uniform outcomes for working moms.

One of the primary issues we'll tackle is balance, including helping women take care of their families while earning a wage that provides for their families. Earlier studies have shown that

family responsibilities can have a negative impact on financial success, forcing caregivers (mainly women) to reduce the number of hours they spend on paid work. We have also seen that supportive government and workplace policies can improve moms' mental and physical health, making them more likely to succeed professionally and have healthy babies. What's crucial now is the next step of applying the trends we've seen to create stronger policies and to advocate for the right programs.

EMD Serono is the founding private sector partner of the Healthy Women, Healthy Economies initiative, a global public-private partnership aimed at advancing women's health. The goal is to enable women to fully participate in local economies, benefitting moms themselves as well as their families and their communities at large.

EMD Serono is also providing support to help March of Dimes expand its Healthy Babies Healthy Business® workplace wellness program, which promotes benefits and policies for healthy moms and strong babies. This no-cost, web-based educational program can be customized to meet employers' needs and to help them create a pregnancy- and family-friendly work environment for employees—a win-win situation for all those participating.

A united community—including employers and policymakers—can play an important role in making family decisions less stressful. And when moms have healthier pregnancies, they can return to work, achieve leadership positions and make social and economic gains that affect them for life.

EMD Serono, Inc. is the biopharma business of Merck KGaA, Darmstadt, Germany in the U.S. and Canada.

TEAMING UP FOR MOMS AND BABIES

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STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED DECEMBER 31, 2017 AND 2016 (AMOUNTS IN THOUSANDS)

	2017	2016
OPERATING ACTIVITIES		
Revenue		
Contributions	\$ 136,641	\$ 153,624
Bequests and major gifts	7,651	6,364
Government, foundation and corporate grants	8,595	3,719
Investment return appropriated for operations	1,500	3,100
Other	2,952	5,180
Total operating revenue	\$ 157,339	\$ 171,987
Expenses		
Research and medical support	\$ 21,064	\$ 26,096
Public and professional education	57,950	64,686
Community services	36,580	44,008
Management and general	15,175	19,451
Fundraising	22,988	25,167
Total expenses	153,757	179,408
Excess (deficiency) of operating revenue over expenses	3,582	(7,421)
NON-OPERATING ACTIVITIES		
Investment return greater than appropriated	2,461	1,233
Adjustment in pension liability	(4,020)	(20,130)
Change in net assets	\$ 2,023	\$ (26,318)

STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2017 AND 2016 (AMOUNTS IN THOUSANDS)

	2017	2016
Assets		
Investments, cash and cash equivalents	\$ 48,079	\$ 61,950
Assets held in trust by others	11,062	10,382
Land, building and equipment - net	5,808	7,166
Other assets	13,062	14,672
<hr/>		
Total assets	\$ 78,011	\$ 94,170
 Liabilities		
Grants and awards payable	\$ 12,184	\$ 19,746
Accounts payable and accrued expenses	12,564	14,905
Accrued postretirement and pension benefit costs	60,726	68,479
Other liabilities	3,417	3,943
<hr/>		
Total liabilities	88,891	107,073
 Net assets		
Operating	30,092	37,553
Accrued postretirement and pension benefit costs	(60,726)	(68,479)
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Total unrestricted	(30,634)	(30,926)
Temporarily restricted	5,948	5,206
Permanently restricted	13,806	12,817
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Total net assets	(10,880)	(12,903)
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Total liabilities and net assets	\$ 78,011	\$ 94,170

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