New Jersey Chapter

2013

march of dimes®
the year in review
Dear Friends,

Nearly 4 million babies were born in the United States in 2013, over 106,000 right here in New Jersey, and the March of Dimes helped each and every one. Through our mission to improve the health of babies by preventing birth defects, premature birth and infant mortality, we are funding research to understand the problems and discover answers, helping moms have full-term pregnancies and healthy babies, and supporting families by comforting them when their baby needs help to survive and thrive.

In 2013, we invested $1.3 million back into New Jersey - $700,085 in research grants, $253,616 for community grants and $435,000 in additional New Jersey initiatives. We also advocated with New Jersey legislators and lobbied on Capitol Hill for women’s and babies’ health issues.

The good news is that in 2013, we were able to raise our Prematurity Report Card grade to a “B” because of the decline in preterm birth in our state, which means that we are making an impact on the health of babies in New Jersey, although we still have a long way to go.

In New Jersey this year, we hosted March for Babies walks throughout the state in addition to multiple special fundraising events. These special events, such as our Born to Shine Gala and our Signature Chefs Gourmet Gala, raised almost $1 million toward our mission. We owe our success to the commitment and generosity of people like you. We know Hurricane Sandy made 2013 a particularly hard year for all in New Jersey; we are thankful that you have still been able to help.

I am grateful for the dedicated volunteers and staff of the March of Dimes New Jersey Chapter and everything we have achieved in 2013 during our 75th anniversary year.

On behalf of the Chapter Board, New Jersey’s babies and their families, thank you.

Sincerely,

Dr. John B. Tedeschi
New Jersey Chapter - State Board Chairman
From providing preconception and prenatal education services to expanding access to prenatal care, we’re reaching moms and families with information and support in communities around New Jersey. Below are some of our past year’s programs and services to help reduce the rate of preterm birth.

**Healthy Babies are Worth the Wait - Newark**  
African-American women face twice the risk of having a baby born preterm than white women. In fact, an African-American woman with a college education has a greater risk of having a preterm infant than that of a white woman who has not graduated from high school. In Newark, the preterm birth rates for African-American women are significantly higher than the statewide preterm birth rate of 11.2 percent. We are working with prenatal care providers to improve access to care and using evidence-based interventions such as 17P and Centering Pregnancy to reduce the disparity.

The Healthy Babies are Worth the Wait (HBWW) program provides education for perinatal providers, pregnant women and the greater Newark community on the problem of preterm birth, its risk factors and strategies for reducing risk. HBWW-Newark works to increase early entry into prenatal care by building strong collaborations among the health department, healthcare providers and community organizations as only 55% of African-American women receive prenatal care within the first trimester.

**NICU Family Support – Capital Health Trenton/Hopewell**  
NICU Family Support provides information and comfort to families experiencing the hospitalization of their baby in a newborn intensive care unit (NICU). Since 2001, NICU Family Support has been providing emotional support to families with sick newborns and supporting hospital initiatives to further family-centered care practices. In 2013, NICU Family Support activities were provided in 128 hospitals across the United States. These activities included parent-to-parent support, print and online education and innovative programs for parents, siblings and grandparents — all with the purpose of providing comfort, information and critical health care messages to families in crisis. The program also recognizes the integral role of hospital staff in supporting families. The program actively engaged neonatologists, nurses and other clinicians who care for babies in the NICU in professional development trainings to promote the implementation of best practices in family-centered care.
Supporting change on the government level is necessary to get women the care they need for healthy deliveries and healthier babies. In 2013, New Jersey state volunteers gave moms and families a strong voice by speaking out on legislation to support budget allocations and social programs in New Jersey.

At a state level, the New Jersey chapter kicked off 2013 by focusing on two key priorities – Newborn Screening and Medicaid Expansion. To initiate support, volunteers conducted an effective high-level meeting with Governor Chris Christie’s senior staff to discuss critical advocacy points for Newborn Screening and Medicaid Expansion. Participation in a letter writing campaign with over 20 organizations, along with liaising with over 50% of New Jersey’s Assembly and Senate members, successfully contributed to the adoption of Medicaid Expansion and securing a $1.6 million budget for New Jersey’s Newborn Screening program.

During the year, volunteers and staff utilized important media channels to educate and inform New Jersey residents and policy makers about the key priorities. Activities such as an interview with 101.5 radio station and an appearance on Assemblyman Thomas Giblin’s cable talk show broadened the reach and awareness of the 2013 advocacy goals. Additional attention was directed to advocacy and program coordination of New Jersey’s Healthy Babies are Worth the Wait program and local implementation around Medicaid and presumptive eligibility.

A proclamation from Governor Chris Christie declaring January as Birth Defects Prevention Month and a resolution from the Trenton City Council declaring November as Prematurity Awareness Month rounded off successful 2013 advocacy efforts at the state level.

On a federal level, volunteers and staff took part in the National March of Dimes Advocacy and Government Affairs Conference. The conference facilitated lobbying on Capitol Hill, with members of Congress, in support of national March of Dimes federal priorities. This led to Congress signing the PREEMIE Reauthorization Act into law and a successful year for the New Jersey advocacy chapter overall.
2013 revenue allocations
Expense allocations for 2013

Operating Activity

Revenue:
Campaign Contributions $4,150,767
Less: Direct Benefits Expense 298,036
Net Campaign Contributions 3,852,731
Other Revenue 455,619
Bequests & Other Income 19,537
Total Public Support 4,327,887

Program Services Revenue 80,600
Miscellaneous 100,860
Total Operating Revenue 4,509,347

Expenses:
Payments to the National Office to Support Research and Other Program and Supporting Services 1,233,107
Public Health Education 715,072
Professional Health Education 455,713
Community Services 1,042,805
Total Program Services 3,446,697
Management and General 196,669
Fundraising 312,959
Total Expenses 3,956,325

Excess/(deficit) in operating revenue over expenses 553,022

Net assets, January 1, 2013 7,180,250
Net assets, December 31, 2013 7,733,272
Each year, a very special family plays an important role in putting a face to our mission and helping raise awareness of the serious problem of premature birth. In 2013, Kristina Lincoln stepped up as the New Jersey Chapter’s Ambassador to share her inspiring story.

The Lincoln Family of Old Bridge, New Jersey never expected their first child, Kristina, would be born premature. Patricia was admitted to the hospital when she was almost six months pregnant and Kristina arrived three weeks later on October 13, 2003, weighing only 1 lb., 10 oz. and measuring 13 inches long. Kristina spent a total of 88 days in the neo-natal intensive care unit (NICU).

It was a very frightening time for the family – sometimes they didn’t know if Kristina would survive. They worried about the possible long-term effects of a premature birth. As the weeks and months went by, there were many treatments Kristina received to save her life. Kristina finally came home from the hospital on January 8, 2004 (her original due date) weighing 5 lbs. 15 oz. and measuring 19¾ inches long. Today, she is a healthy and happy 10-year-old who likes to play soccer, read and dance ballet, tap and jazz.

The family has generously given back to the March of Dimes over the years. They have participated in March for Babies for over five years and have been named the Central Jersey Mission Family. In 2013, instead of gifts at her birthday party, Kristina asked for donations to the March of Dimes and raised $240. The family has also shared their story at our 2013 Signature Chef Auction and at the United Nations’ Prevention and Care of Preterm Births and the Every Newborn Action Plan discussion for World Prematurity Day.

At the United Nations conference, Patricia said “We know that premature birth is a worldwide problem, and that many families are not as fortunate as we were to have access to high-tech lifesaving care. When we wanted to have another child, information provided by the March of Dimes and our doctors helped me have a subsequent healthy, full-term pregnancy. We considered ourselves very fortunate, because we know that African-Americans have a nearly 50 percent greater risk of having a premature child. We thank the March of Dimes and all of the countries and organizations that are here today for bringing attention to this devastating problem. We are grateful for the opportunity to play a small part in raising awareness by sharing our story.”

We thank the Lincoln Family, and all New Jersey families, who have given their time, efforts and money to help us accomplish our mission and work together for stronger, healthier babies.
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(Co-Presidents Mercer County Chain Reaction- Youth)

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None of this work on behalf of moms, babies and families would have been possible without the commitment and generosity of people like you. We are grateful for the dedicated volunteers and staff of the March of Dimes New Jersey Chapter and our remarkable achievements this year.

It is with pleasure and appreciation that we recognize the following 2013 March of Dimes New Jersey Chapter President’s Society Members:

**Franklin D. Roosevelt Legacy Wall Campaign $25,000 Plus**
- Daniel J. Van Abs, PhD
- James W. & Tanya M. Dargusch

**Guarantor Circle $5,000 - $9,999**
- Twilight and Marc Freedman Foundation

**Patron $2,500 - $4,999**
- James W. & Tanya M. Dargusch
- Leon R. Peck
- Jonathan Herman
- Matthew Siegel
- Michael McGuire
- John B. Tedeschi
- Michael Munoz

**Member $1,000 - $2,499**
- Karen Ahearn
- Susan Hughes
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- Jeanne E. Hynes, CPA
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- Kelly Witkowski
- George & Ruth Harms Foundation
- James Meyer
- Richard Miller

As we have over that past 75 years, we envision a future in which every baby is born healthy. That’s why we support new research to find the causes of birth defects and premature birth and develop ways to prevent them. It’s why we’re educating moms about how they can reduce their risk and helping them get the services they need to have a healthy baby. Your gift helps fund these and other important programs. Thank you for working together for stronger, healthier babies. Please give today at marchofdimes.com/newjersey.