



WE WON'T STOP

ANNUAL REPORT

2018

**FIGHTING
FOR THE
HEALTH OF
ALL MOMS
AND BABIES**

WHAT WE KNOW AND WHAT'S AHEAD

Dear Friends and Supporters,

Turning 80 was a huge moment for March of Dimes as we celebrate accomplishments from the polio vaccine to folic acid enrichment. We know where we've come from, what the issues are and, looking forward, what we need to do to continue our legacy of being there for families.

Today, we know that the rising preterm birth rates and maternal and infant mortality rates and an opioid crisis must be solved. We're well aware that black women still have maternal death rates over three times higher than women of other ethnicities. And we're not comfortable that we live in the most dangerous developed nation in which to give birth.

Our innovative and transformative work this past year is making an impact:

- We've made strides to address the national crisis of moms who have lost their lives with our launch of #BlanketChange. I spoke to Congress about the change needed to protect all families, all moms. We're pushing to get bills passed, advocating across state lines and strengthening networks to speak out.
- We've helped both the PREEMIE Reauthorization and Preventing Maternal Deaths Acts get passed in Congress and developed new Maternal Mortality Review Committees (MMRCs) to address preventable maternal mortality and protect our nation's smallest.
- We've expanded our reach with a sixth Prematurity Research Center—our first in Europe—to continue to accelerate scientific advancements such as a new maternal blood test and open-source database.
- We moved our national headquarters to Washington, D.C., to be even closer to the events and decision-makers who are creating change for our country's moms and babies.
- We're expanding and continuing programs such as Supportive Pregnancy Care and NICU Family Support, and publishing data like our Maternal Care Deserts report.

The pervasive problems moms and babies face today must be counteracted with technology and advancements, so we're challenging the world to better protect women as we develop stronger programs and resources to arm them.

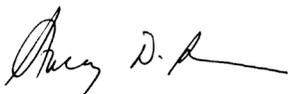
We're securing partnerships and strengthening events like March for Babies that build connections and drive results in local communities.

Our expert team delivered the campaigns, tools and resources needed, reaching 950,00 digital subscribers who took 142,000 digital actions in 2018, including 20,000 online advocacy actions through our Action Network.

In 2019 and beyond, we're convening the right partners, researchers, advocates, volunteers and individuals to work smarter and more efficiently. And change is being felt by moms, babies and families who can't imagine life without us.

With your passion and support for what we do, we won't stop fighting for the health of all families together,

Stacey D. Stewart and the team at March of Dimes



STACEY D. STEWART
PRESIDENT AND CEO

WE WON'T STOP

It's been a year of progress, change and innovation. In Washington, D.C. our Gretchen Carlson Advocacy Fellows and our #BlanketChange movement paved the way as we advocated for change across the country. Our leaders in Congress took notice and action, fighting alongside us, to help moms and babies.

We created and strengthened networks of moms helping moms, including our Supportive Pregnancy Care and Facebook Mentorship programs. We spoke up for moms on the Hill, on the web and in person, including those who couldn't speak for themselves. And we honored every experience, including loss, with our Wall of Remembrance, our events that fund lifesaving research and our storytelling initiatives.

Let's look at all actions we took in 2018 and the impact we've made together.

IT STARTS WITH MOM

STACEY D. STEWART
PRESIDENT AND CEO



With huge advocacy and research wins across the country in 2018, we touched the lives of so many families who needed our help.

We launched **#BlanketChange** to demand attention and push for better care to help our nation's moms and babies. This powerful advocacy campaign brought awareness to the rising rates of maternal death and premature birth. The movement we started included action and advocacy in D.C., where a live event highlighted that more than 700 women die from causes related to pregnancy each year, and an estimated 50,000 suffer life-threatening complications.

In 2018 we released an eye-opening **Maternal Care Deserts report**, telling the world that more than five million women live in U.S. counties where there are no hospitals offering obstetric services and no obstetrics providers. Women of color are most at risk of facing complications, and black women are more than three times as likely as white women to die from pregnancy-related causes.

All this on top of worsening rates of premature birth, as highlighted in our **annual Premature Birth Report Cards**, tells us our work matters more than ever. We demand **#BlanketChange** for all women, as we ignite national conversations, increase programmatic solutions and affect policies that address this crisis for all families.

IT REQUIRES STRONG MISSION LEADERSHIP



DR. RAHUL GUPTA
SVP AND CHIEF MEDICAL
AND HEALTH OFFICER



DR. KELLE H. MOLEY
SVP AND CHIEF SCIENTIFIC
OFFICER, RESEARCH AND
GLOBAL PROGRAMS



We welcomed new leadership to our organization in 2018 with Chief Medical and Health Officer Dr. Rahul Gupta and Chief Scientific Officer Dr. Kelle H. Moley. Both leaders have experience working in the field and developing strategies to address communities with the greatest need. Under their direction, groundbreaking work is happening every day at our **Prematurity Research Centers**.

LEGACY OF GIVING



Sue and the late Lester Smith have never backed down from a challenge.

They've enriched Houston, Texas and March of Dimes communities with their passion and fundraising, always encouraging others to do the same. As chairs of the Houston Chronicle Best Dressed Luncheon, they offered an unprecedented \$1 million challenge grant to improve the lives of moms and babies, resulting in more than \$2 million raised for March of Dimes.

The Smith's core philosophy, "to whom much is given, much is expected," has guided them to provide more than \$150 million in support to numerous Texas Medical Center institutions and worthy causes.

After Lester's passing, we celebrate and honor his legacy by continuing the great work that he and his wife have supported over a lifetime.

EMPOWERING WOMEN, HOSPITAL STAFF AND FAMILIES

Families get our support through research breakthroughs, in NICUs, at home by accessing our apps like **My NICU Baby** or **March for Babies**, while attending programs like **Supportive Pregnancy Care** and from our experts at events and with educational materials across our sites.

We've made our **Supportive Pregnancy Care program** expansion a priority in 2018 and beyond, engaging 17 obstetric providers across four states to provide prenatal care and education in a group setting. Providers engage in rich conversations with participants and pregnant women are empowered and actively involved in their health care.

Much of our advocacy work in every state across the country revolves around **Maternal Mortality Review Committees (MMRCs)**. These MMRCs take policy recommendations from maternal mortality review reports, investigate each mom's death and find causes and interventions to affect legislation for families.

Through our social advocacy campaigns and the collective work of partners in 2018, Congress passed the **PREEMIE Reauthorization Act** and the **Preventing Maternal Deaths Act**, which have the potential to improve the lives of moms by addressing preventable maternal mortality and securing protections for families.

BUILDING NETWORKS FOR FAMILIES

65

NICU FAMILY SUPPORT[®] HOSPITAL PARTNERS

REACHED MORE THAN

50,000 FAMILIES

19 WOMEN

GRETCHEN CARLSON ADVOCACY FELLOWS LED NATIONWIDE ADVOCACY

With **March for Babies** events uniting families in local communities, **Signature Chefs** and **Nurse of the Year** events, and many more symposiums and in-person collaboratives, we're getting the message out to groups of people that can affect change for families. We're empowering individuals, professionals and groups to take action and building healthy moms and strong babies, community by community, across the nation.

In 2018 we announced the inaugural **Gretchen Carlson Advocacy Fellowship**, a yearlong, hands-on, training program. Supported by Gretchen Carlson's Gift of Courage Fund, this fellowship empowered 19 women to drive change for federal and state public policy. Together we mobilized hundreds of volunteers and advocates across the nation.

We collaborate with hospitals to improve patient experience and employee engagement through NICU Innovation and professional education and have more than 65 hospital partners who fully implement our **NICU Family Support[®] program**. We reach more than 50,000 families when they need us most.

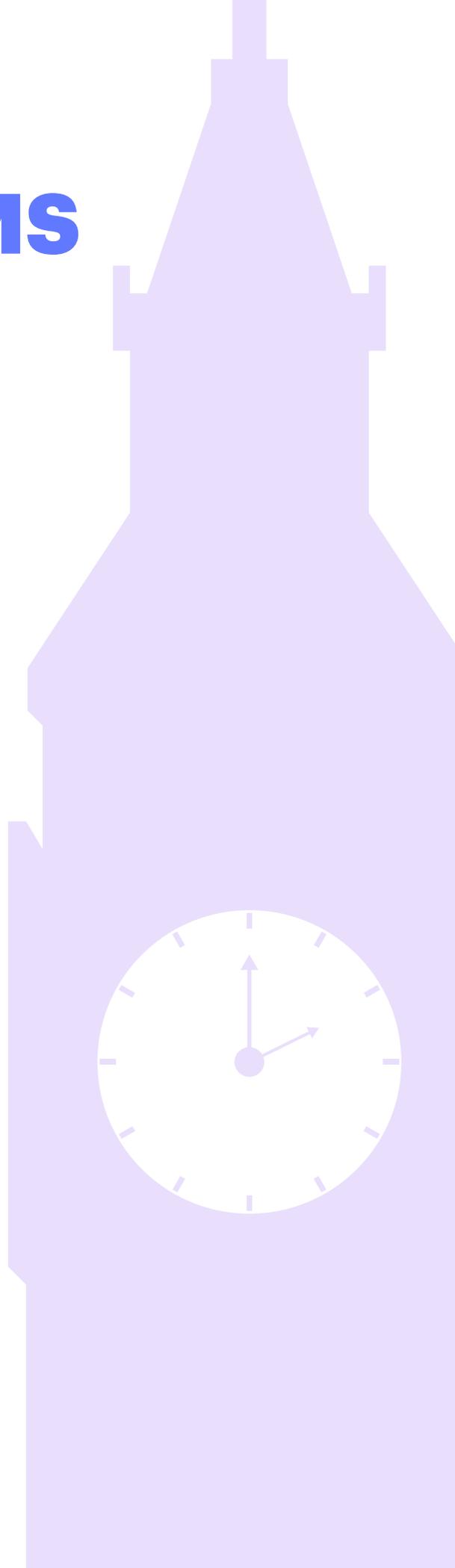
PROVIDING HOPE FOR MOMS AND BABIES

In 2018 our new **Wall of Remembrance** became a resource for anyone living with loss. Family members post their stories on a digital wall and find inspiration there, too, providing comfort and kinship.

We extended our network of Prematurity Research Centers to six in 2018 by welcoming the **Imperial College London** as our first European center. The expertise of Imperial College London in the area of glycobiology is unmatched by any other institution and is complementary to our other research—all six of our centers are working together to address the biggest health threats to moms and babies.

With studies led by Stephen Quake, Ph.D., at the March of Dimes Prematurity Research Center at Stanford University, scientists developed **a new blood test using biomarkers in maternal blood** that accurately identified pregnant women who would deliver babies up to two months prematurely. The team also found biomarkers that predicted gestational age during pregnancy with comparable accuracy to ultrasound—all in partnership with scientists in Denmark and Alabama and at the March of Dimes Prematurity Research Center at the University of Pennsylvania.

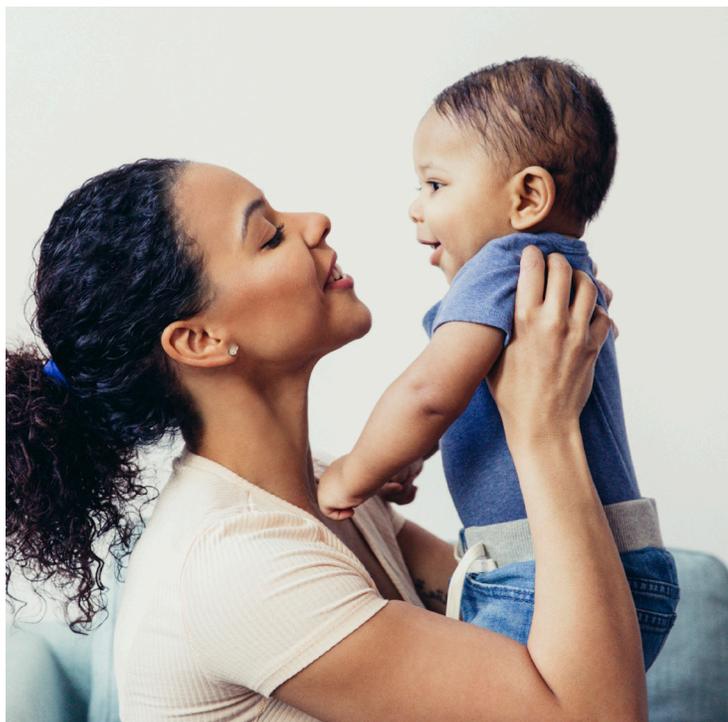
We've created a **Database for Preterm Birth Research** and opened it up to all researchers. Led by Marina Sirota, Ph.D., and Atul Butte, MD, Ph.D., from the Institute for Computational Health Sciences at UCSF and March of Dimes Prematurity Research Center at Stanford, this open-access database enables teams to work together more efficiently by integrating a broad range of disciplines at all six March of Dimes centers. It also accelerates discoveries with outside researchers.



STRENGTHENING OUR PARTNERSHIPS

450
ORGANIZATIONS

700
INDIVIDUALS



We convene leading experts, companies, organizations and service partners in pursuit of a healthy start for all families.

Through the **March of Dimes Prematurity Collaborative**, 450 organizations and over 700 individuals are working together to achieve equity and demonstrated improvements in preterm birth prevention.

At the Prematurity Prevention Summit: Building a Birth Equity Movement in 2018, and through regular committee meetings, thought leaders advance policy and practice, mobilize leaders, spread emerging ideas and energize communities to achieve equity and reduce preterm birth.

MAKING AN IMPACT TOGETHER



The collaborations we make and the partnerships we strengthened in 2018 help moms and babies in communities like yours and across the country.

Last year hundreds of thousands of walkers from across the country raised \$48.95 million through March for Babies. Additionally our National Retail Support partners raised another \$12.6 million, resulting in total March For Babies support of \$61.5 million.

Our top corporate partner for three straight years, Publix Super Markets, Inc. has supported March of Dimes for more than two decades. During their annual in-store and associate March for Babies fundraising campaign, Publix raised more than \$7.8 million in 2018 for 23-year total of \$80.8 million.

AMAG Pharmaceuticals is committed to improving the health of moms and babies and funded the expansion of Supportive Pregnancy Care to nine new sites throughout the U.S. last year. Additionally, AMAG senior leadership and employees participate in March for Babies locally in Boston.

Cigna has been among our most generous and committed supporters for 25 years. From national sponsorship of March for Babies to expanding our Supportive Pregnancy Care program with a grant to fund seven new sites, Cigna is determined to help families everywhere.

National partner HCA Healthcare delivered 224,000 babies in 2018, and is a recognized leader in perinatal quality. HCA Healthcare hospitals nationwide participate in March for Babies and use our NICU Family Support resources to provide excellence in patient care.

Macy's believes that all moms and babies—regardless of age, race, geography or socio-economic background—deserve the best possible start. Macy's has helped fund training medical and community health workers, professional curricula and health education materials. Their 2018 Thanks for Sharing contribution of \$1.5 million helped us reach more than 52,000 women and 12,000 medical health professionals.

PARTNERS AND ALLIANCES

Our corporate alliances, teams and service partners unite with us to fight for the health of moms, babies and families each and every day.

CORPORATE ALLIANCES AND TOP TEAMS

Advocate Aurora Health
Aldi
ALEX AND ANI
AMAG Pharmaceuticals
Angelcare
Anthem Foundation
AT&T
Bank of America Corporation
Big 5 Sporting Goods
Blue Cross Blue Shield Assoc.
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Care+Wear
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CenterPoint Energy
Cigna
Circle K
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Clearblue
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EMD Serono, Inc.
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HCA Healthcare
H-E-B
Hilton Domestic Operating Company
Inova Health System
Jack in the Box
Johnson & Johnson
Kaiser Permanente
Kmart
Kimberly-Clark
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Mission Pharmacal
Morgan Stanley
Mud Pie
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Northside Hospital
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Publix Super Markets, Inc.
Radius Bank
Run for Babies
Sanofi Pasteur
Schlumberger
Spinx Company
Stanley Works
Sutter Health
TCF Bank
Texas A&M Corps of Cadets - March to the Brazos
Texas Children's Hospital
Texas Health Resources
UnitedHealth Group
United Auto Workers (UAW)
UPMC Health System
Vystar Credit Union
Walmart
Wells Fargo & Co.
Wintrust Financial

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IMPROVING THE LIVES OF MOMS AND BABIES



March of Dimes is a crucial part of a family's journey before, during and after having a child, and **WE WON'T STOP** being their go-to source for trusted health information, community activity and action. We've shared with you who we are, what we know, where we've succeeded and what we imagine to make the future brighter.

Together we empower communities, individuals and lawmakers. Each bill, campaign, event and most of all, family, is our priority to improve the lives of every mom and every baby.

We're here for every family.

**IT'S WHAT
MARCH OF
DIMES DOES.
IT'S WHAT
WE'VE ALWAYS
DONE.**

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