

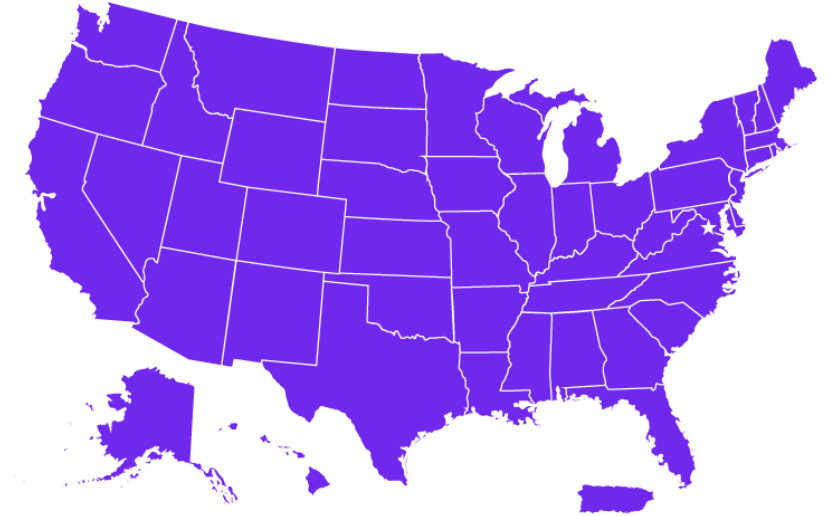


**HEALTHY
MOMS.
STRONG
BABIES.**



**OUR CASE
FOR SUPPORT**

THE U.S. IS THE MOST DANGEROUS COUNTRY IN THE DEVELOPED WORLD TO GIVE BIRTH



2 women will die from pregnancy-related causes today. And every day.

2 babies die every hour in the U.S.

Pregnancy-related deaths have more than doubled over the past 25 years.

5 million women live in maternity care deserts – counties with no hospitals offering obstetric services.

A HIDDEN ISSUE

1 in **500**

youth under 20 in the U.S. have Type 1 diabetes.

1 in **285**

children in the U.S. will be diagnosed with cancer before their 20th birthday.

1 in **59**

children is diagnosed with an autism spectrum disorder (ASD) according to the CDC in 2018.

1 in **10**

babies is born too soon in the U.S.

Newborn deaths account for **40%** of all deaths among children under 5.



THERE IS A HIGHER CHANCE OF MATERNAL DEATH OR PRETERM BIRTH BASED ON RACE/ETHNICITY

Women of color are up to 50% more likely to experience a preterm birth compared to white women.

Their children can face a 130% higher infant death rate.

In the U.S. black women have maternal death rates 3x higher than women of other races or ethnicities.

American Indian/Alaska Native women experience the second highest rates of pregnancy-related deaths.

A close-up photograph of a woman holding a baby. The woman's face is partially visible in the upper right, looking down at the baby. The baby is being held in the woman's arms, with its legs and feet prominently displayed in the foreground. The baby's feet are small and pink, with visible toes. The background is a bright, out-of-focus window with vertical blinds, creating a soft, natural light. Overlaid on the left side of the image is the text 'OUR VISION' in a bold, blue, sans-serif font.

OUR VISION

OUR VISION

**WE IMAGINE A
WORLD WHERE
EVERY MOM AND
BABY IS HEALTHY
REGARDLESS OF
WEALTH, RACE OR
GEOGRAPHY.**

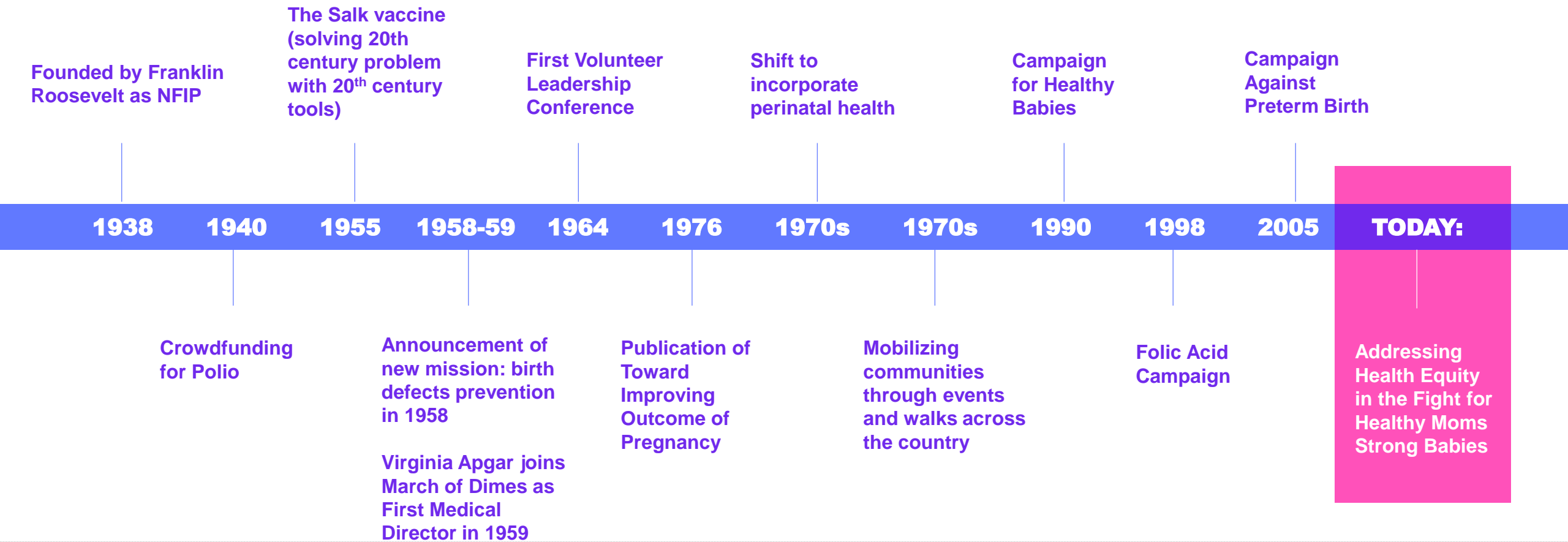
OUR MISSION

**MARCH OF
DIMES LEADS
THE FIGHT FOR
THE HEALTH OF
ALL MOMS AND
BABIES.**

A close-up photograph of a man and a woman looking down at their newborn baby. The man, on the left, has a beard and is resting his head on his hand. The woman, on the right, has blonde hair and is looking at the baby with a gentle expression. The baby is lying in the center, wearing a light blue patterned onesie and a white headband. The text "OUR LEGACY" is overlaid in large, bold, blue capital letters across the middle of the image.

OUR LEGACY

AN 80+ YEAR LEGACY



REACHING ALL MOMS AND BABIES



4,000,000 babies

benefit from our research, vaccines, education, advocacy and breakthroughs



700,000 women

and health care professionals are reached through our programs



A champion for moms and babies through legislative victories on newborn screening, health coverage, birth spacing and smoking cessation



HOW CAN YOUR CHAPTER ENGAGE MORE WITH MARCH OF DIMES?





BENEFITS OF HAVING YOUR CHAPTERS INVOLVED IN MARCH OF DIMES

Leadership Opportunities for your students and advisors through March for Babies, PAM and Personal Care Kits

Raising awareness and brand visibility for FBLA-PBL out in the communities that you live and work by hosting events and gathering the community together

Community Impact giving your students the opportunity to grow as engaged citizens, learn about global issues that impact their communities and make real and lasting change

Grants provided to your chapters, and all the tools you need to execute any of the activities are turn-key and ready to implement

Ways FBLA and March of Dimes work together.....



VOLUNTEER

Service projects to engage your members volunteering in your school community



FUNDRAISE



March for Babies
DIY
Community Walks



AWARENESS

Prematurity Awareness Month

VOLUNTEER ENGAGEMENT OPPORTUNITIES



PERSONAL CARE KITS

What is it?

This activity puts together personal care kits for parents whose babies were born too soon, or unexpectedly.

These kits can make a huge impact on the well-being of parents whose babies are in the Neonatal Intensive Care Unit (NICU)/hospital site due to pregnancy-related complications.

Why is it important?

Becoming a parent can be an exciting and challenging time. But when mom and baby are in the Neonatal Intensive Care Unit (NICU) or at the hospital unexpectedly, it can also become scary for families. Too many moms and dads are experiencing this today and a meaningful gift like this is impactful during one of the most uncertain times in a parent's life.

HOW YOU CAN DO IT:

- Assign a lead:** Assign a lead to this engagement and to liaison with March of Dimes.
- Get connected:** Connect with your March of Dimes staff contact listed at the bottom of this page to let them know you're interested in providing personal care kits to a NICU/hospital partner and [signup](#).
 - Your March of Dimes staff contact will reach out to the March of Dimes NICU Family Support Team/Market Staff to determine a hospital site in your area that you or your group can partner with. **It's important to connect the March of Dimes staff contact first.** Depending on the relationship with the site, you or your group might work directly with a contact at the hospital or through the local March of Dimes staff contact.
- Make a plan:** Once you have a contact, check out the volunteer checklist on the back and start answering the first set of questions with your group of volunteers.
- Define it:** After you've answered the first set of questions and have an idea of what you'd like to do, reconnect with your primary contact and work through the second set of questions on the checklist.
- Secure it:** Purchase items or secure donations/gift cards as needed.
- Do it:** Pack or host a packing party and drop the kits off at the determined NICU/hospital site.
- Celebrate:** ~~Send~~ ^{Share} out thank you emails/notes to the people that participated and to the staff who helped at the hospital.
- Be counted:** Let us know you've taken this action and give us feedback by [fill out this form](#).




Please note that each NICU/hospital partner has different requirements of volunteers. Some hospitals might require volunteer training to access the facility.

TOOLS



- Volunteer Checklist
- Kit material list
- Surprise and delight ideas
- Collection Flyer + tags

KEY

- **Frequency:** Year-round
- **Group Size:** 5-10 volunteers
- **Location:** NICU Family Support Program/hospital partner site
- **How:** In conjunction with March of Dimes staff and NICU hospital staff

CONTACT: Patty Gentry PHONE: (571) 287-1199 FOLLOW US ON   

EMAIL: PGentry@MarchOfDimes.org







A MOTHER OF A MOVEMENT

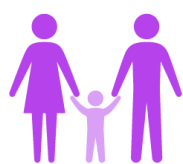
Join March for Babies to make a visible difference in your community now and for generations to come. You'll be part of a larger movement—with unstoppable momentum to make America a more equitable place and ensure that every mom and baby is healthy. March for Babies is also a time to honor the journey of building a family and creating a world of happy, healthy families.

March for Babies ignites conversations and supports issues that matter most to your employees, your customers and our community. It unites people with diverse backgrounds to create change and share their unique stories. *Your Members* can give hope and take action for all families by joining March for Babies: A Mother of a Movement and raising critical funds for March of Dimes.

TOGETHER WE CAN MAKE A DIFFERENCE

Our country is facing an urgent health crisis. The U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color. Families in every community need champions like you now more than ever. Your members and March of Dimes can fight to improve maternal and infant health, and ensure that every mom and baby gets the care they need.

March for Babies is so much more than a fundraising walk.
It's also a time to:



Honor motherhood,
babies and families



Come together with
thousands of others
to create change and
share experiences



Raise critical funds
to support families
throughout their
pregnancy journey



Give hope by helping
every mom and baby get
the best possible start
today and every day



YEAR ROUND ENGAGEMENT CALENDAR

March for Babies:
A Mother of a
Movement lets you
show your community
how much you value
the health of all moms
and babies throughout
the year.

1 JUNE National March for Babies Day Father's Day Celebrate Different Families (Pride Month)	2 JULY March for Babies: A Mother of a Movement National Rally to Raise Virtual Awards Day	3 AUGUST National Breastfeeding Month	4 SEPTEMBER NICU Awareness Month Back to School
5 OCTOBER National Pregnancy and Infant Loss Day (10/15) and Month Indigenous Peoples Day	6 NOVEMBER <ul style="list-style-type: none"> • Prematurity Awareness Month • World Prematurity Day • Days of Gratitude 	7 DECEMBER Holiday season Help families in the NICU	8 JANUARY March for Babies Registration/Launch Birth Defects Awareness Month
9 FEBRUARY Black History Month Local Lobby Day /#BlanketChange	10 MARCH Pep Up Rally for March for Babies: A Mother of a Movement	11 APRIL Rally to Raise starts Black Maternal Health Week Superhero Day/Week Volunteer Appreciation Week	12 MAY Mother's Day Step Up for Mom's Challenge Maternal Mental Health Month Pre-eclampsia Awareness Week

UNIQUE EXPERIENCES

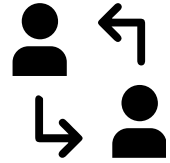


March for Babies creates connection with customized challenges and team building activities to engage employees, families and friends of all ages, levels of your organization.

- March for Babies ***Rally to Raise*** experiences
- **FUNdraising competitions** such as, Executive Challenge, Family Cup Challenge and Industry Challenges
- **Moving Meetings**, activity-based challenges, scavenger hunts and MFB Bingo
- **March of Dimes Icon Days** and **National Awareness Months:**
- *Select from list below and insert what is most appropriate based on time of year and what will resonate*



ENGAGEMENT



March for Babies brings families and community partners who want to increase their sense of purpose, meaning and gratitude at work to learn about the health equity gap and how to be part of the movement for change.

Members volunteering with March for Babies:

A Mother of a Movement:

- **Executive leadership** roles and committees
- **Ambassadors** (internal and external)
- Raising **critical funds** for the mission
- Receiving advocacy alerts and being part of advocacy campaigns to create **#BlanketChange**

By engaging members with March of Dimes, we're able to provide educational opportunities, materials and support platforms for moms, dads and babies.

- **My NICU Baby App** (English and Spanish) provides information, ability to log milestones, etc.
- **Share Your Story** – community platform to find comfort and support
- **Medically-vetted information** available on our websites in English and Spanish



A MOTHER OF A MOVEMENT

JOIN THE MOVEMENT!



March for Babies Getting Started

When you get your chapters involved in the March of Dimes, you help give all babies a healthy start.

- Register your chapters at your customized web page just for FBLA-PBL!
www.marchforbabies.org/fbla-pbl
- Have your students set goals, create a strategic plan and lead the campaign
- This is a great leadership opportunity for your students!



March for Babies in Action

FBLA-PBL Individuals can get involved with social media, email and letter campaigns

Chapters can organize and facilitate activities in their communities:

- Coin Collection
- Carwash
- Bake Sale
- Mile of Dimes
- Pep Rally
- Purple Out



DO-IT-YOURSELF FUNDRAISING

- DIY puts the **power in the hands of the supporter** allowing them to create their own fundraiser by tapping into their talents and interests at any time they want
- START by creating a fundraiser at marchofdimes.org/DIY
- **Pledge Your Day, Get Active, Honor a Loved One or Get Creative**

BENEFITING

**HEALTHY
MOMS.
STRONG
BABIES.**



COMMUNITY WALKS

WHY START A COMMUNITY WALK?

Are there no March for Babies walks within 45 to 60 miles of you? Do you want to involve your family and friends, school, or place of worship in helping March of Dimes fight for moms and babies? Here's your chance!

The March for Babies Community Walk program lets you create a March for Babies walk to best fit your area's unique experience. It's yours to organize, fundraise for and design.

HOW DO I SIGN UP?

Let your March of Dimes staff partner know you'd like to lead a Community Walk or contact our Customer Support Team from the marchforbabies.org homepage or call 1-888-274-3711. Once we receive your completed application and signed agreement, we'll send you your community walk website link and information on the self-guided training modules.

*Additional supplies such as a volunteer training guide and a "walk in a box" kit will be mailed as well.

COMMUNITY WALKS AND DIY EVENTS

Chapters that do not have March of Dimes offices in their communities can still participate in March of Dimes by hosting a DIY event on their school campus or hosting a Community Walk and invite the community to participate and make an impact on their community.

For more information go to:

<https://www.marchofdimes.org/volunteers/volunteers.aspx>



DONATION FORM ON FBLA WEBSITE



Donation Form

March of Dimes is a champion for families, fighting for the health of moms and babies in communities like yours and across the country. We believe that every baby deserves the best possible start. Unfortunately, not all babies get one. Our mission is to help give every baby a fighting chance. Every dollar makes a difference.

Please send form and your donation to:

March of Dimes
Donation Processing Center
PO Box 18819
Atlanta, GA 31126

Please complete this form so that we can appropriately allocate your donation to your local market. Thank you for your support of the March of Dimes.

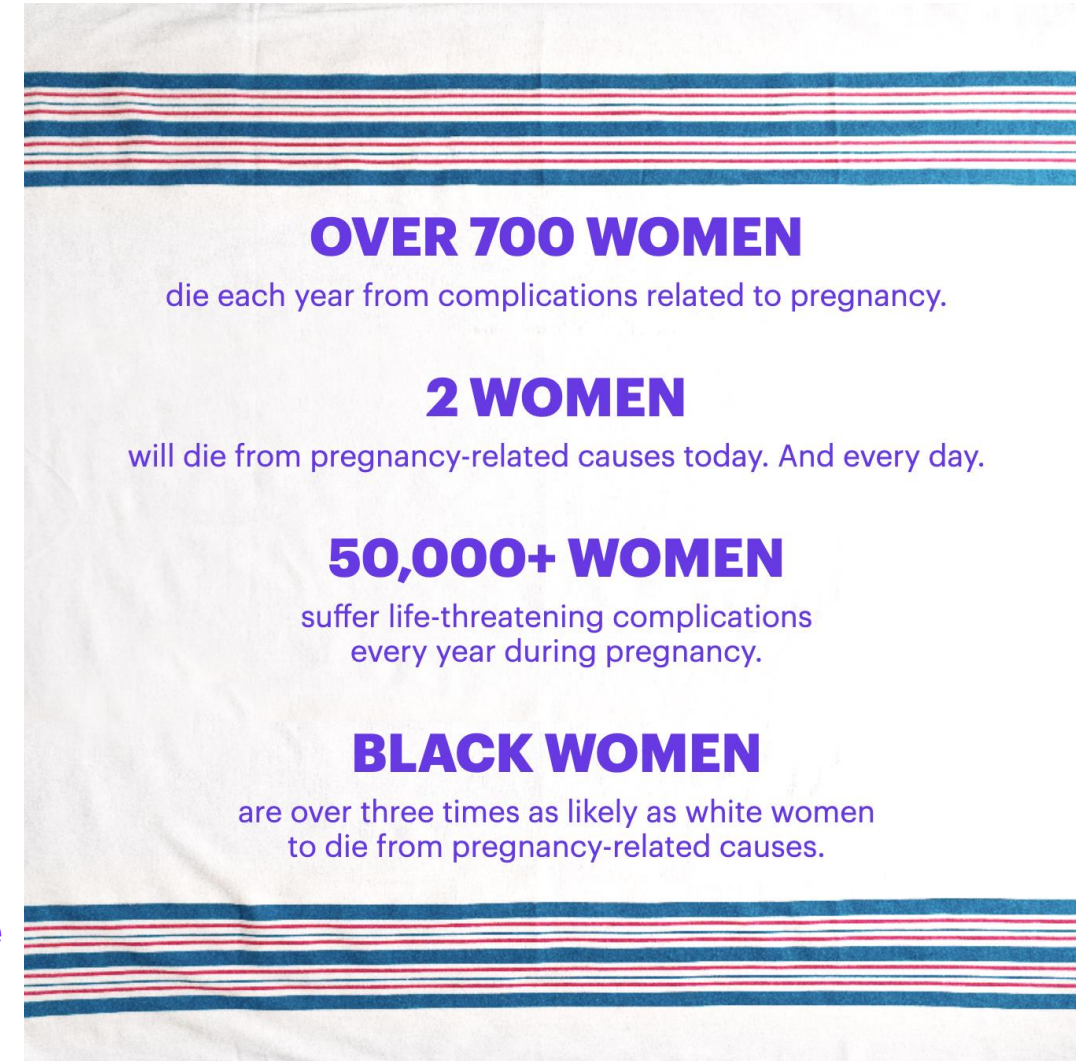
BLANKET CHANGE

RAISING NATIONAL AWARENESS

- Powerful multi-platform advocacy campaign launched in Oct. '18
- Cultivating awareness about urgent health crisis faced by moms and babies, inspiring action by demanding that Congress act now

THE #BLANKETCHANGE AGENDA:

- Prevent women from dying from pregnancy-related causes
- Require ALL health plans to cover people with pre-existing conditions
- Require ALL health plans to cover maternity and newborn care
- Ensure that new moms don't have to trade their maternal health benefits for affordable health coverage
- Prevent and treat preterm birth and ensure every baby is born healthy



IT'S NOT FINE CAMPAIGN

- MOD's flagship public awareness campaign – bringing worsening maternal and infant health crisis in the U.S. to life
- Launched Nov '19 on World Prematurity Day
- Empowering women to not accept “You’ll be fine” during pregnancy and postpartum
- Using Celebrity Advocate Council – Ally Brooke, Nick Lachey, Porsha Williams, Tatyana Ali reach new audiences
- #ItsNotFine – multiplatform (digital, print, social, TV)



IN SUMMARY

WITH YOUR HELP...

WE ADVOCATED ON 150+ STATE LEGISLATIVE BILLS

and helped advance the Newborn Screening Saves Lives Reauthorization Act of 2019.

WE FUNDED 5 STUDIES

to investigate how social policies impact birth outcomes, affecting moms and babies everywhere.

WE UNITED

on collective action to prevent prematurity and achieve health equity with **480 organizations** and more than **700 individuals**.



WE EXPLORED

electromyometrial imaging to “see” contractions as they happen to **help to reduce** the more than **380,000 premature births** each year.

WE EVOLVED

OUR SIX PREMATURETY RESEARCH CENTERS to a new model with

8 RESEARCH THEMES

29 AREAS OF INQUIRY

200+ RESEARCHERS

to bring real world solutions to millions of families in 2020 and beyond.

WE SUPPORTED

50K+ BABIES BORN TOO SOON in **69 hospitals** with NICU Family Support®.

WE EXPANDED GROUP PRENATAL CARE TO

40+ SUPPORTIVE PREGNANCY CARE SITES

across **19 states** so more women will get support services they need.

WE GENERATED

THROUGH OUR #ITSNOTFINE CAMPAIGN 950 real-life stories from women who were challenged not to accept the statement “You’ll be fine” before and after pregnancy. 

WE COLLECTED

THROUGH #UNSPOKENSTORIES 286 honest stories of pregnancy, parenting and loss that are too often unshared. 

JOIN US IN THE FIGHT FOR HEALTHY MOMS AND STRONG BABIES.

A collective effort of researchers, medical professionals, government, advocates, community leaders, corporations and individuals is needed to reduce preventable preterm birth, maternal health risks and maternal and infant death

Your investment in March of Dimes will enable us to:

- Fund research to find the next intervention to reduce the premature birth rate
- Serve as the leader to advance solutions in communities across the U.S.
- Provide critical education and support to moms and families
- Mobilize our advocates and supporters for change
- And, ultimately, save the lives of moms and babies

