



# MARCH OF DIMES MARCH FOR BABIES

## REPORT FOR 2019-2021 PROGRAM YEAR

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## OUR MISSION

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

## **OUR VISION**

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

# MOMS AND BABIES NEED A CHAMPION

March of Dimes fights for the health of all moms and babies. We're advocating for policies to protect them. We're working to radically improve the health care they receive. We're pioneering research to find solutions. We're empowering families with programs, knowledge and tools to have healthier pregnancies. By uniting communities, we're building a brighter future for us all.





# 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'S A HIGHER CHANCE OF MATERNAL DEATH OR PRETERM BIRTH BASED ON RACE/ETHNICITY

While preterm birth affects women across the country, preterm birth rates remain much higher for Black, American Indian, Alaskan Native and Hispanic women.

Women of color are up to 50% more likely to give birth preterm and their children can face a 130% higher infant death rate.

A significant racial disparity in maternal death exists with Black women being 3x more likely to die from pregnancy compared to White women.



**MANY WAYS TO GET  
TLOD AND TTA INVOLVED**





**MARCH**  
*FOR* **BABIES**

**FUNDRAISING**





# MARCH OF DIMES



- Over 100+ Teams/Chapters raised over \$68,000.00 in just under 4 months during the 2019-2020 program year.
- Registered 400+ walkers who pledged, walked and donated in support of March for Babies.
- To date, members of TLOD and TTA have raised \$38,000 for moms and babies.



# Program/Project



## 2019-2020 Data Reporting

Region	Reg Walkers	Paid Walkers	Total
<b>TLODTTA Grand</b>	<b>400</b>	<b>261</b>	<b>\$68,349</b>
<b>TLODTTA - Area I</b>	<b>159</b>	<b>109</b>	<b>\$18,408</b>
<b>TLODTTA - Area II</b>	<b>74</b>	<b>57</b>	<b>\$23,214</b>
<b>TLODTTA - Area III</b>	<b>37</b>	<b>25</b>	<b>\$4,834</b>
<b>TLODTTA - Area IV</b>	<b>78</b>	<b>40</b>	<b>\$15,870</b>
<b>TLODTTA - Area V</b>	<b>10</b>	<b>8</b>	<b>\$1,505</b>
<b>TLODTTA - Area VI</b>	<b>42</b>	<b>22</b>	<b>\$4,518</b>
<b>TLODTTA Grand</b>	<b>400</b>	<b>261</b>	<b>\$68,349</b>

Over 400 walkers/pledges supporting 78 events donating over  
\$68,000.00





# Tops In SERVICE



## Top Fundraisers by AREA and AREA MOD CHAIR

Area: 2	Lady Monice Ferrill
Area: 1	Lady Mary Thomas
Area: 4	Lady Nikinji Macon
Area: 3	Lady Delores Jones
Area: 6	Lady Cynthia Freeman-Clay
Area: 5	Lady Ayesah Douglas

***“One Teen, One Lady and One Community at a Time”***



# Tops In SERVICE



## Top Fundraising Teams/Chapters:

Area 3: New Rock Chapter (\$8496.00)

Area 2: Southern Maryland Chapter ( \$7370.00)

Area 2 : Prince George's County Chapter (\$4704.00)

Area 1: Houston Chapter (\$3340.36)

Area 2: Alexandria City Chapter (\$3111.00)

Area 1: El Paso Chapter ( \$2069.00)

***“One Teen, One Lady and One Community at a Time”***





THANK YOU!!!!





# TAKE 4 SIMPLE STEPS:

## 1

### **TAKE A STAND**

Decide to be a March for Babies team captain and sign up at [marchforbabies.org/tlodttoa](https://marchforbabies.org/tlodttoa) **TODAY** if you haven't already.

## 2

### **SPREAD THE WORD**

Recruit at least 10 team members. Invite family, friends, co-workers and neighbors to join your team. Share your reason for walking.

## 3

### **FUNDRAISE**

Make a personal donation to start your fundraising then ask others for donations and support. At [marchforbabies.org](https://marchforbabies.org) you'll find email templates, Facebook fundraising links and other tools to help you fundraise. Download the March for Babies App to make it even easier.

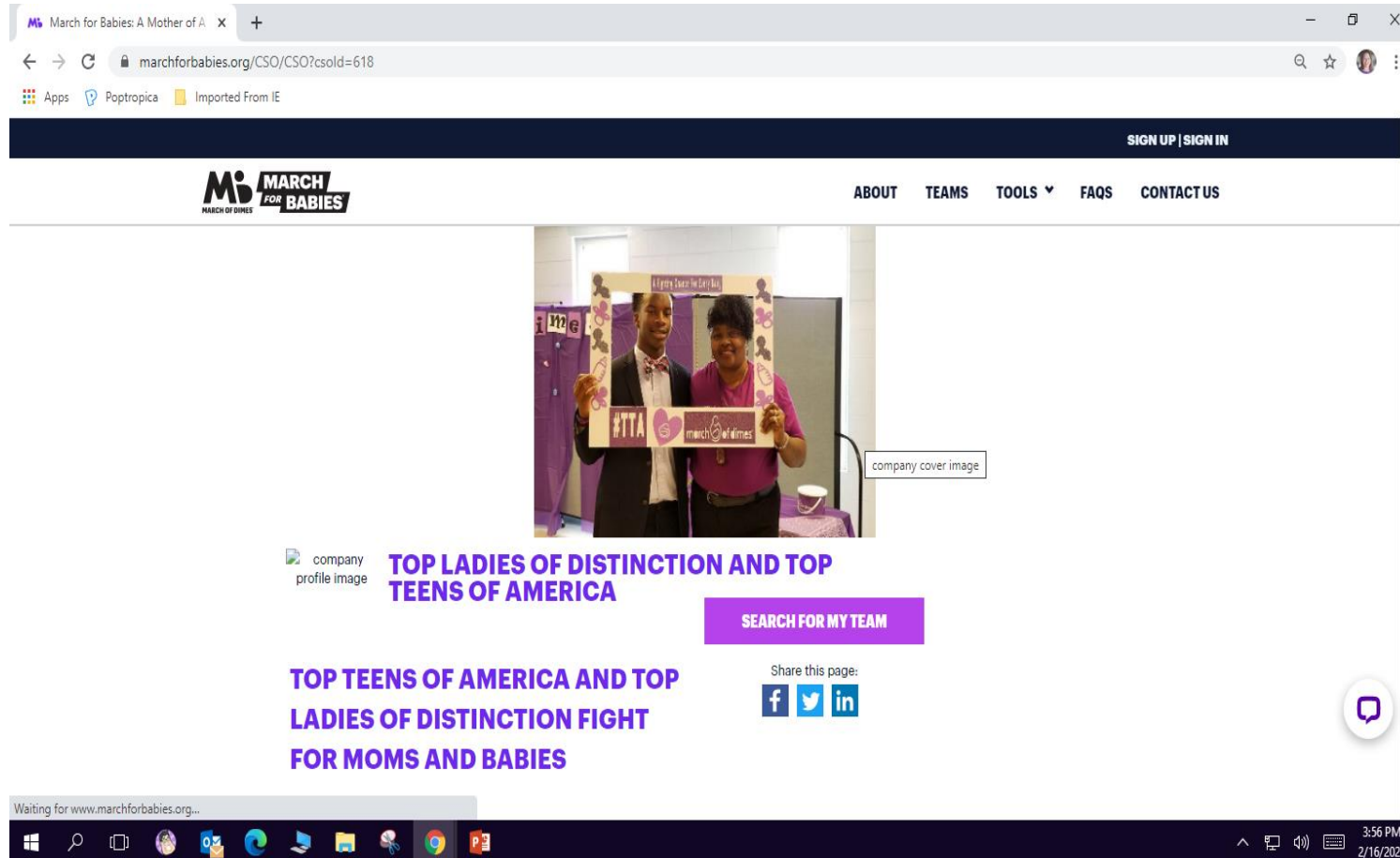
## 4

### **MARCH WITH US!**

Join us to walk and help in making the health of moms and babies a priority.



# WEBSITE UPDATED FOR MARCH FOR BABIES





**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**VOLUNTEER**



# VOLUNTEER



## VOLUNTEER OPPORTUNITY

### 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:

1. **Assign a lead:** Assign a lead to this engagement and to liaison with March of Dimes.
2. **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.
3. **Make a plan:** Once you have a contact, check out the volunteer

#### TOOLS

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



## VOLUNTEER OPPORTUNITY

### HOST A BOOK DRIVE

#### What Is It?

This activity is a book collection so parents can read to their babies in the Neonatal Intensive Care Unit (NICU) and/or provide books for big brother and big sister to enjoy while visiting their sibling.

This is the time to grab your favorite childhood reads, or books that help to explain the NICU journey and pass along the story to parents and their children.

#### Why Is Important?

Being in the Neonatal Intensive Care Unit (NICU) is a scary and uncertain time. Providing families with opportunities to connect with their children through reading is a special gift.

NICU babies still love and respond hearing their parents voice. This helps promote bonding if parents aren't able to hold their little one.

#### HOW YOU CAN DO IT:

1. **Assign a lead:** Assign one two volunteers to lead this engagement and to liaison between March of Dimes and your volunteers.
2. **Get connected:** Connect with your March of Dimes staff contact listed at the bottom of this page to let them know your interested in providing books to a NICU/hospital partner and [signup here](#).
  - Your March of Dimes staff contact will reach out to the March of Dimes NICU Family Support Team/Market Staff to determine a hospital in your area that your chapter can partner with. **It's important to reach out first to the MOD staff contact.** Depending on the relationship with the site, your chapter might work directly with a contact at the hospital or through the local MOD staff contact.
3. **Make a plan:** Once you have a contact, check out the volunteer checklist on the back, and with your primary contact start answering the first set of questions with your group of volunteers. You can use the second set of questions to get more information from the NICU/hospital staff. Feel free to add your own questions too!
4. **Do it:** Collect books and donate them to your NICU/hospital partner.
5. **Celebrate:** Each time your group does this activity, send out "thank

#### TOOLS (ON BACK)

- Volunteer Checklist
- Book & Collection Timing Ideas
- Surprise and delight ideas

#### KEY

- **Frequency:** Year-round
- **Group Size:** 10-20 volunteers

# ADVOCATE







## ADVOCATE

**SIGN UP**

March of Dimes advocates for the health of all moms and babies. This year, we are focused on these priorities. Join the [Advocacy Network](#) and tell a friend to join the [Advocacy Network](#) today to receive our action alerts and be the first to get information on our legislative efforts and how you can make an impact on the health of moms and their babies. Members can join here: <https://p2a.co/ujXr7IJ>



**INCREASE ACCESS TO QUALITY HEALTH CARE**



**SUPPORT HEALTHY WOMEN AND BABIES**



**IMPROVE RESEARCH AND SURVEILLANCE**



**PROTECT MOMS AND BABIES DURING THE COVID-19 PUBLIC HEALTH EMERGENCY**



# IN 2020 YOU HELPED...

No one could've predicted the year that 2020 became. COVID-19 turned our lives upside down, but that didn't stop you and March of Dimes from fighting for the health of all moms and babies.

**PROVIDE**  
**2K** patient visits

with **mobile health units** in 5 communities to support pregnant people where there's a lack of maternity care.



**RAISE**  
more than **\$25M**

with **70K participants** in 114 markets with **March for Babies** to ensure that every mom and baby is healthy and strong during this difficult time.

**ADVOCATE ON**  
**150+**

**state legislative bills** to **improve health equity** 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.

**SIGN UP**  
more than **2K**  
new advocates

to demand **#BlanketChange** and call on policymakers to prioritize our nation's moms and babies.

**GENERATE**  
**70+**  
peer-reviewed  
research  
publications

on **maternal and infant health** with March of Dimes funding.



**RECOGNIZE**  
**3** excellence  
awards

**AND DISTRIBUTE**  
**16** grants

for **clinical science and innovation** in the maternal and fetal field.

**SUPPORT**  
**50K+**  
families

through our NICU initiatives, including the **NICU Family Support®** program and the **My NICU Baby® App**.



**HOST GROUP**  
**SESSIONS FOR**  
**253** moms-to-be

at SPC sites, and hundreds more online through **Supportive Pregnancy Virtual Group** to provide social support and education in a safe, virtual space.



# MESSAGE FROM STACEY STEWART

[https://youtu.be/BI7px8Q\\_Yeo](https://youtu.be/BI7px8Q_Yeo)







# THANK YOU

For more information:

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