

**HEALTHY
MOMS.
STRONG
BABIES.**



**LEAD THE FIGHT FOR
THE HEALTH OF ALL
MOMS AND BABIES**

AGENDA

01 THE ISSUE

02 WHY MARCH OF DIMES

OUR VISION

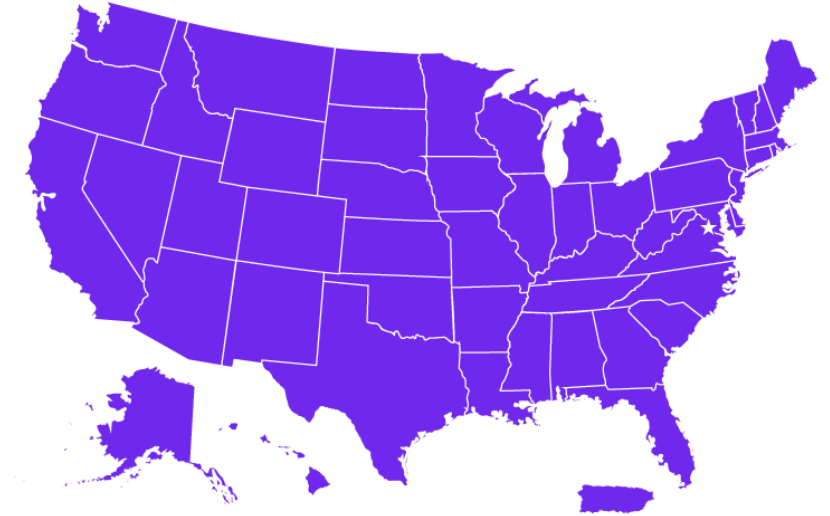
OUR LEGACY

OUR ROLE

03 WE CAN'T DO IT ALONE

THE ISSUE

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.

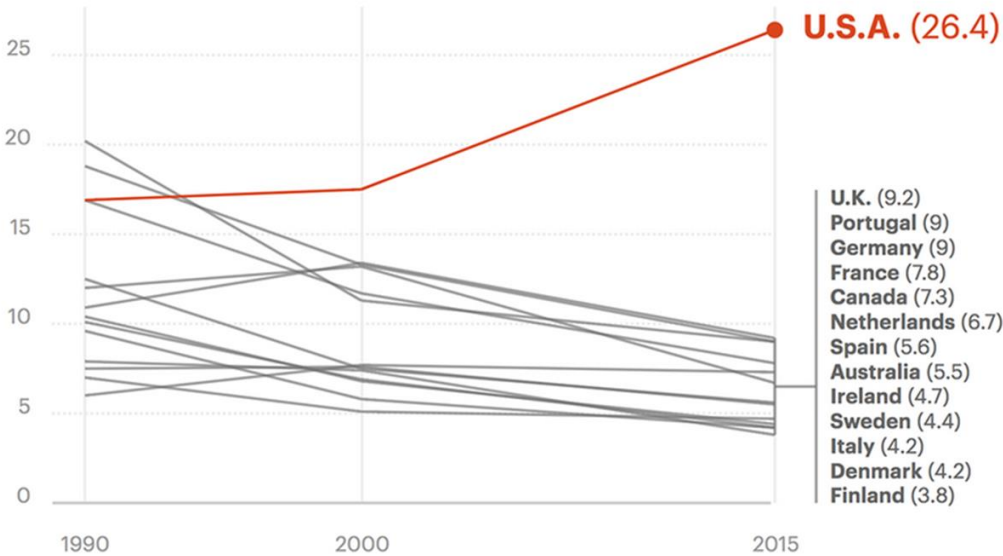
Pregnancy-related deaths have more than doubled over the past 25 years.

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

MATERNAL MORTALITY IS RISING IN THE U.S. AS IT DECLINES ELSEWHERE*

Maternal Mortality Is Rising in the U.S. As It Declines Elsewhere

Deaths per 100,000 live births



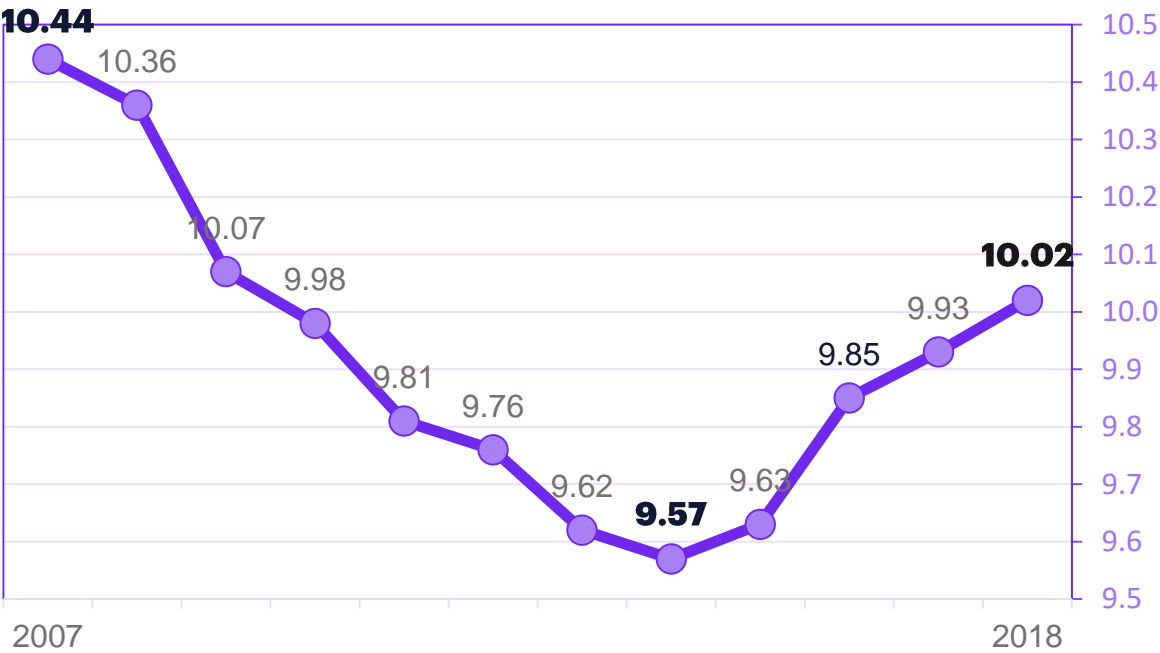
Notes

"Global, regional, and national levels of maternal mortality, 1990–2015: a systematic analysis for the Global Burden of Disease Study 2015," *The Lancet*. Only data for 1990, 2000 and 2015 was made available in the journal.

Source: *The Lancet*

Credit: Rob Weychert/ProPublica

THE U.S. PRETERM BIRTH RATE INCREASED IN 2018 – FOR THE FOURTH YEAR IN A ROW



Preterm birth rate, United States, 2007-2018

*Study Co-author: March of Dimes Chief Medical and Health Officer, Dr. Rahul Gupta

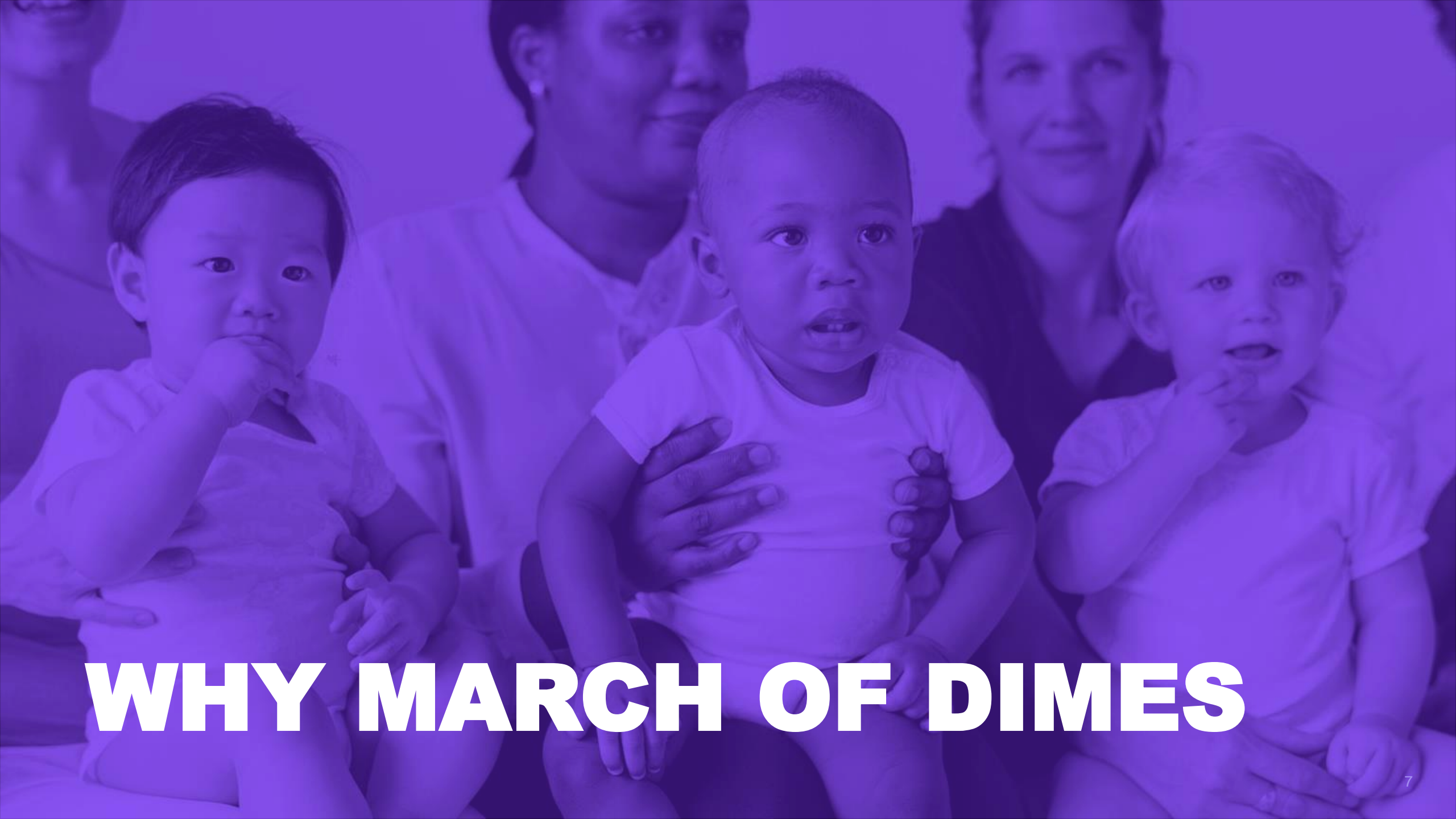
THERE IS A HIGHER CHANCE OF MATERNAL DEATH OR PRETERM BIRTH BASED ON RACE/ETHNICITY

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.



WHY MARCH OF DIMES

OUR VISION

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

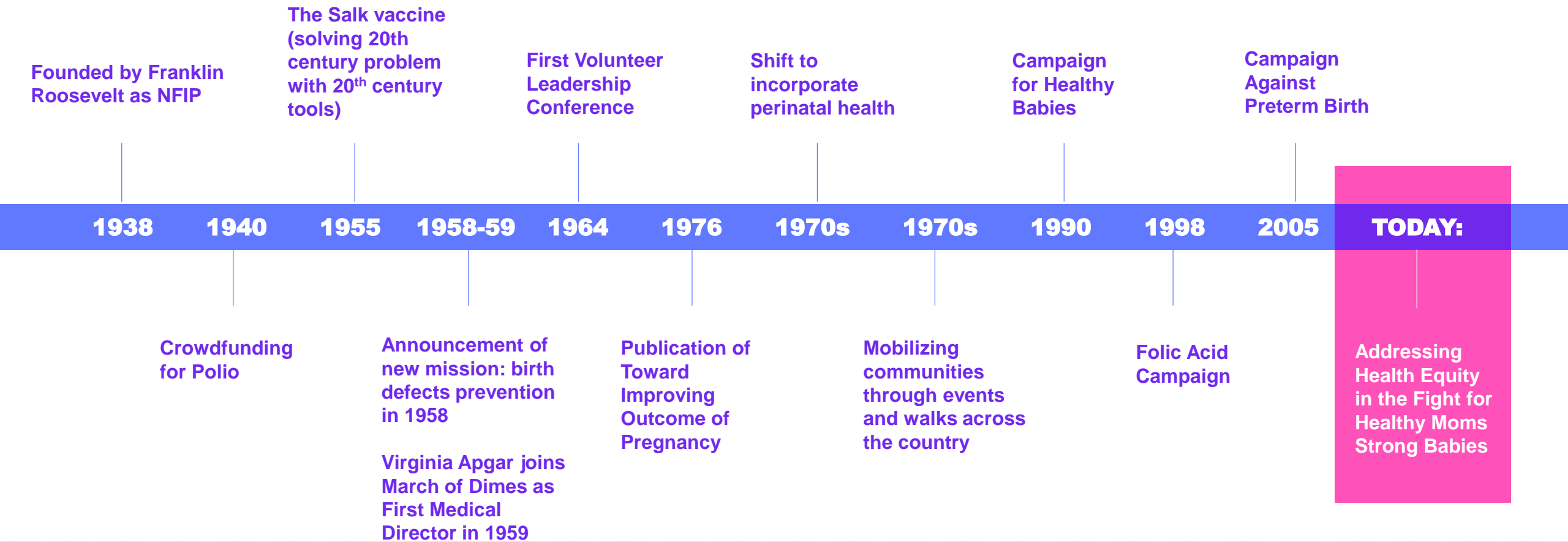
OUR MISSION

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



OUR LEGACY

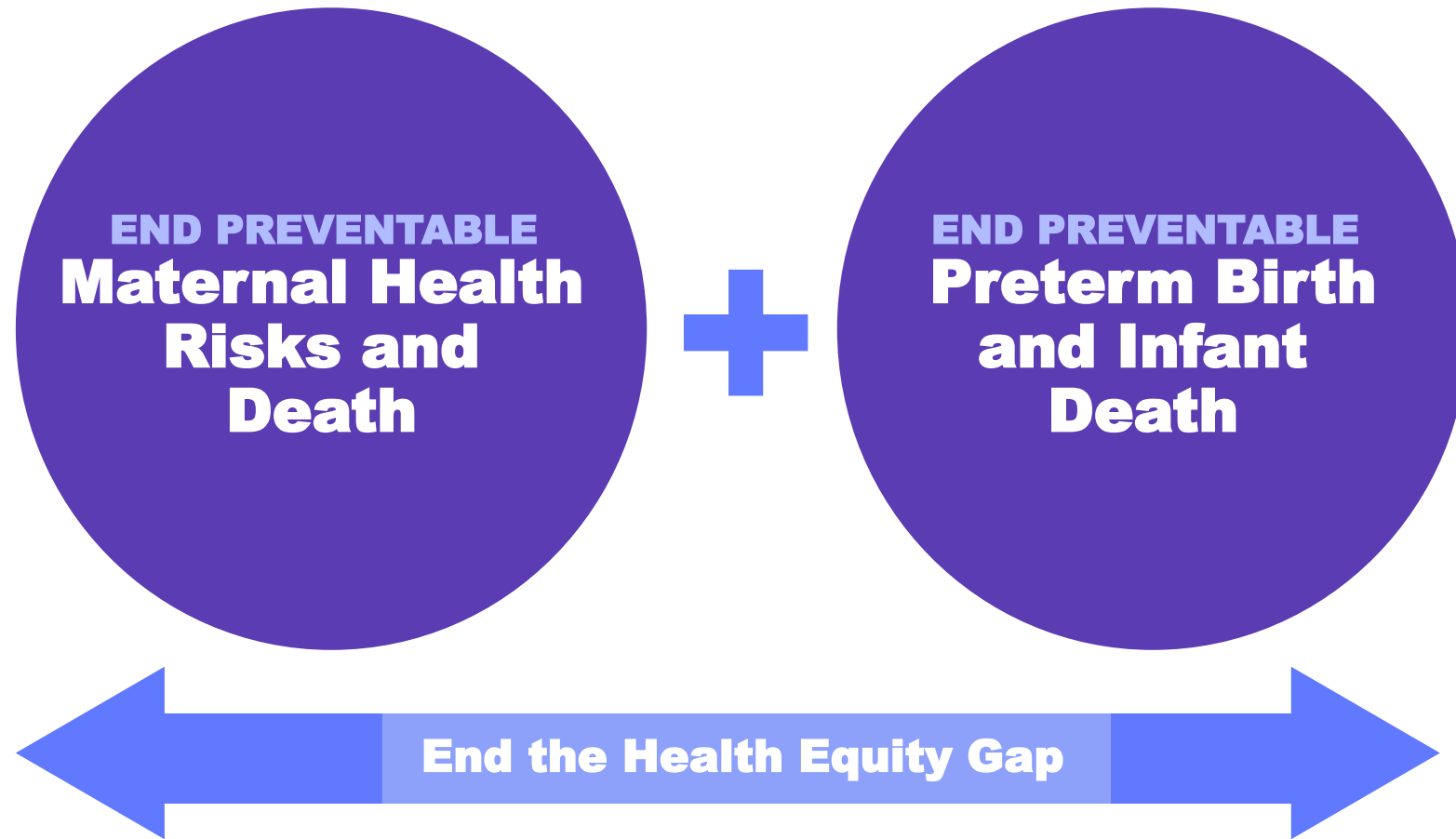
AN 80+ YEAR LEGACY



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 her arms, and its feet are prominently displayed in the foreground, pointing towards the left. The background is a bright, out-of-focus window with vertical blinds. The text 'OUR ROLE' is written in a bold, blue, sans-serif font across the lower left portion of the image, partially overlapping the baby's legs.

OUR ROLE

OUR GOALS



FOR HEALTHY MOMS. STRONG BABIES.

OUR APPROACH



LEAD & INNOVATE

Data Analysis & Forecasting

Research

Public Policy

Consumer Education



MOBILIZE ACTION

**National and Local
Partnerships & Collaboratives**

Public Awareness Campaigns

Advocacy



DELIVER DIRECT IMPACT

Health Programs

Professional Training

TOGETHER IN 2021 WE MADE AN IMPACT

Families needed a champion to help get the best possible start. Thanks to your support, March of Dimes was there for them in so many ways.

INFORMATION, RESOURCES AND COMMUNITY

PROVIDED

2.4K MEDICAL VISITS

including quality prenatal and postpartum care

via **Mom & Baby Mobile Health Centers®** in

5 COMMUNITIES



SUPPORTED

50K+ FAMILIES THROUGH OUR NICU INITIATIVES,

including the **NICU Family Support®** program and the **My NICU Baby®** and **Mi Bebé en la NICU** apps, which were downloaded more than 14K times.



OFFERED TRAINING TO

35K HEALTH CARE PROFESSIONALS

to educate them on mitigating bias, stigma and systemic racism in care settings and on best practices to improve maternal and infant outcomes.

EDUCATED

12M PEOPLE WHO VIEWED OUR

EDUCATION WEBPAGES

to find the latest health information.



GENERATED

562M+ MEDIA IMPRESSIONS THROUGH

IT STARTS WITH MOM

that raised more than **\$3 million** through corporate partner activations and contributions.

REACHED

156K PEOPLE THROUGH

10 HEALTHY MOMS STRONG BABIES WEBINARS

to help families hear from experts to best prepare and care for their baby.



OFFERED

high quality prenatal care to parents-to-be at

50 SUPPORTIVE PREGNANCY CARE®

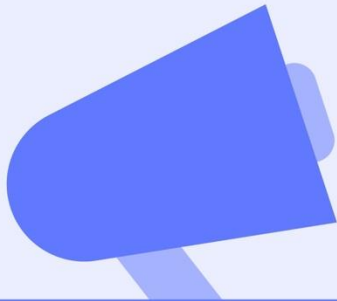
sites around the country, with **13 brand new sites.**

ADVOCATES WHO RAISED THEIR VOICES

HELPED PASS

34 NEW PIECES OF
STATE LEGISLATION

to support **thousands of underserved women**, including passage of the federal law, the American Rescue Plan Act of 2021.



INSPIRED

11K NEW
ADVOCATES

to join our advocacy network with **more than**

47K ACTIONS
TAKEN

PARTNERED

with national and local organizations using Collective Impact, supporting

19 SITES FOR
DOULA CARE

and local training with **15 digital events** and **14 webinars**.

VOLUNTEERS WHO TOOK ACTION

RAISED

\$23M
FOR MARCH FOR
BABIES: A MOTHER
OF A MOVEMENT™

with **41K participants** to fight for health equity and ensure that every family is healthy.



RESEARCH FUNDED TO SAVE LIVES

WE INVESTED
\$6.5M IN

26 ACTIVE
GRANTS

to speed our research to end prematurity; and **published 74 publications** about the multi-faceted mom and baby health crisis.

WE INFORMED

with our **scientific reports**, such as the state of preterm birth and maternity care deserts, which garnered

208K
WEBPAGE VIEWS

CONTINUED RESPONSE TO THE COVID-19 PANDEMIC

With critical information and medical supplies for families, including:

9,190+

NICU bags with
essential supplies

6,249+

meals for frontline workers
and NICU families

4,500+

COVID-19 vaccines

LEARN MORE AT MARCHOFDIMES.ORG

CONNECT WITH US @MARCHOFDIMES

WE HAVE MORE TO DO.

WE CAN'T DO IT ALONE. CLUB MEMBERS STEP UP TO THE CHALLENGE.

Since 1938, General Federation of Woman's Clubs have worked along-side March of Dimes to change these outcomes for families through service, advocacy and fundraising.

We are so grateful to the woman who have sewn blankets and hats for babies, collected and assembled care kits, advocated on behalf of another and raised critical donations through March for Babies.

In 2021, members across the country helped make over 5700 blankets and hats that were provided to Military moms through Mission: Healthy Baby and the GFWC Blanket Challenge.

General Federation of Woman's Clubs also signed on as a partner to demand #blanketchange. March of Dimes and partners across the country are calling on policymakers to demand #blanketchange to improve the health of every mom and baby. Using the hospital receiving blanket that most parents are familiar with to raise national awareness to call for equity, access and prevention.



Pictured: Linda Mitchell and Barbara Booth with 33 blankets and 163 baby caps representing work from Lutz-Land O'Lakes Woman's Club sewing group including, Delores Tarafa, Peggy Andrews, Cyndie Smith, Margee Carpenter, Barbara Booth, Elaine Pittman, Debbie Cardona, Susan Corcoran, Shirley Simmons, Lori Zeblena, Joan Moore and Darlene Choe.



FROM BLANKETS TO #BLANKETCHANGE

BLANKETS FOR BABIES

This is an activity for anyone who wants to use a little creative skill to make baby blankets for babies and children connected to March of Dimes Military Baby Showers. Items can be sewn, no sew, crocheted or quilted. They can also be purchased and donated. Gender neutral preferred.

Mission: Healthy Baby® is a March of Dimes program that is designed specifically for military families and provides free pregnancy and newborn health information, as well as, support services to help them have one less thing to worry about and have healthy, full-term babies. Through the military baby showers, military families receive resources and health information along with donated products to defray costs of baby essentials. Every parent wants each child to feel cared for and special. These handmade hats go a long way in helping with just that.

TIMING: YEAR ROUND ACTIVATION.

**GREAT FOR CLUB PROJECTS
CONNECTED TO TWO VIRTUAL MILITARY
SHOWERS – MAY 25 AND OCTOBER 26.**



HATS FOR BABIES

This is an activity for anyone who has a passion and skill for knitting and wants to use that skill to create hats for babies and children connected to March of Dimes Military Baby Showers. In this toolkit, you'll see instructions for preemie babies along with kids 0-12. Gender neutral preferred.

Mission: Healthy Baby® is a March of Dimes program that is designed specifically for military families and provides free pregnancy and newborn health information, as well as, support services to help them have one less thing to worry about and have healthy, full-term babies. Through the military baby showers, military families receive resources and health information along with donated products to defray costs of baby essentials. Every parent wants each child to feel cared for and special. These handmade hats go a long way in helping with just that.

TIMING: YEAR ROUND ACTIVATION.

**GREAT FOR CLUB PROJECTS
CONNECTED TO TWO VIRTUAL MILITARY
SHOWERS – MAY 25 AND OCTOBER 26.**



DAY OF IMPACT

Mark your calendars for
September 11, 2022.

We are rallying GFWC Club
members to donate \$22 in 2022 to
support March of Dimes.

TIMING: SEPTEMBER 11TH



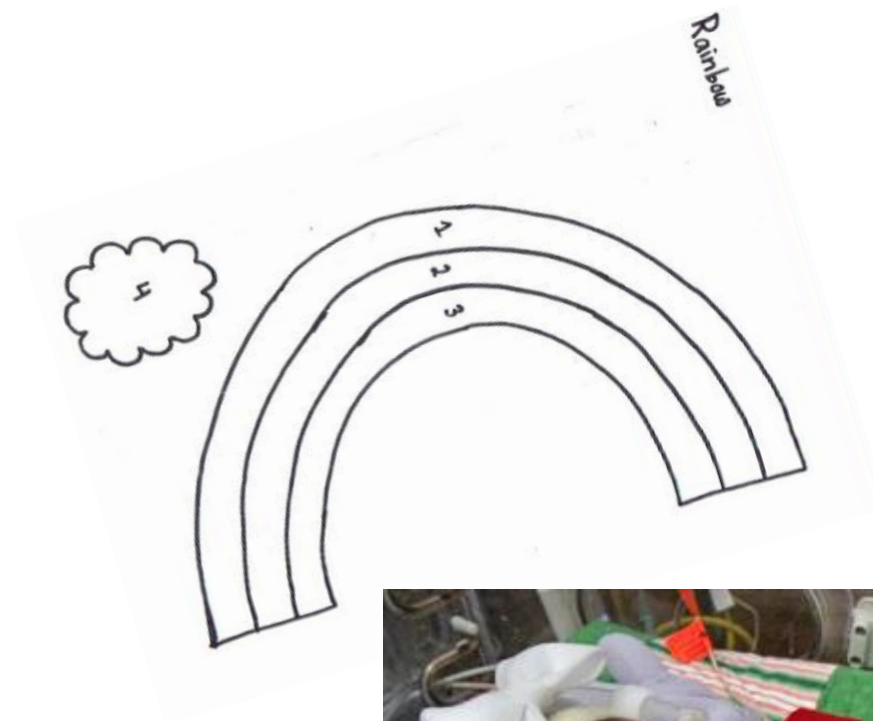
COSTUMES FOR NICU BABIES

This is an activity for anyone who wants to use a little creative skill to make handmade costumes for babies in the NICU. These costumes are simple to make but make a huge impact and help families connect with their babies.

Gender neutral preferred.

TIMING: YEAR ROUND ACTIVATION.

**OFFICIAL PROJECT WILL LAUNCH
EARLY APRIL AND COSTUMES WILL
NEED TO BE DELIVERED BY 8/31 FOR
2022 DISTRIBUTION.**



ADVOCATE

March of Dimes advocates for the health of all moms and babies.

Join the Advocacy Network and tell a friend to join today to receive our action alerts. 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.

Sign up today at:

Marchofdimes.org/gfwcAdvocacy





**MARCH
FOR BABIES®**

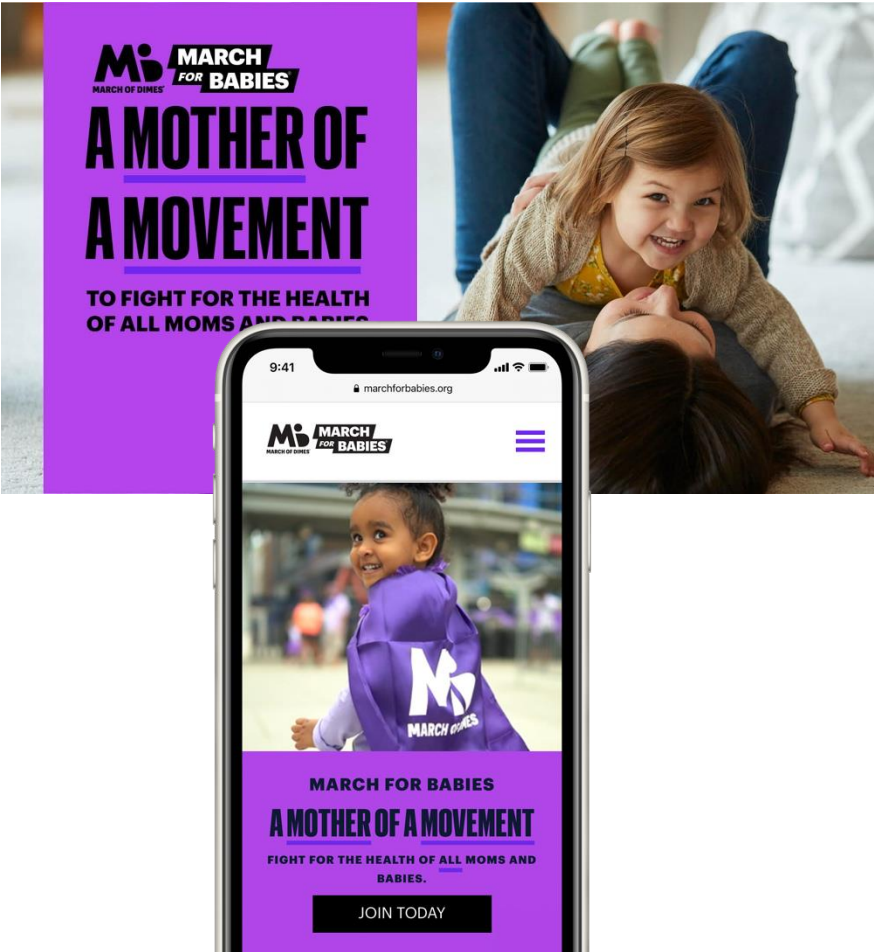
A MOTHER OF A MOVEMENT

**TO FIGHT FOR THE HEALTH
OF ALL MOMS AND BABIES**





A LOOK BACK 2021



THANKS TO YOU



4 MILLION
BABIES

born each year received lifesaving
newborn screening.



19 MILLION
WOMEN

were reached through our programs,
education and resources.



150+
STATE LEGISLATIVE BILLS

were passed to advocate for the
health of moms and babies.



2,000
MOMS-TO-BE

were served through mobile health
units to give health care access to
uninsured families.

A MOTHER OF A MOVEMENT

NEW EXPERIENCE



THE NEW ON PREMISE 2022 EXPERIENCE

WELCOME TO



MFB TOWN



Each March for Babies experience will be set up like a community, so no matter where you march, **you'll know you're in MFB-Town!**

Anchored by flagship streets and 4 diverse neighborhoods, MFB-Town will be filled with places to **play, learn, advocate, rest, remember, gather, and celebrate.**

NATIONAL MARCH FOR BABIES 2021 RECAP

- Raised nearly \$27 million dollars
- More than 114 communities across the country
- 160,000 participants, partners and supporters

- \$3,856 Raised,
- 19 Registered Walkers



2022 MARCH FOR BABIES DETAILS

- Strive for \$10,000 across membership
- Would love to see at least 50% of clubs participating this year!
- Volunteer Opportunities as well!

<https://www.marchforbabies.org/gfwc>





GENERAL FEDERATION OF WOMENS CLUB

CHILDREN ARE OUR FUTURE

Nearly 100,000 members strong, the General Federation of Women's Clubs is united in its dedication to volunteer community service. While diverse in age, interests, and experiences, all clubwomen are united by a desire to create

SEARCH FOR MY TEAM

\$353

Total goal: \$0

4 Fundraisers | 1700 Visitors

Top teams

1	GFWC - Juniors	\$250
2	GFWC - Southwest Region Woman's Club	\$103

Top fundraisers

1	Sue O'Dell	\$103
---	------------	-------

SIGN IN OR SIGN UP TODAY!

Walked Before? Come on back!

- **Sign in to marchforbabies.org with your username and password.**
- **Re-engage your existing Team or join you chapter team!**

New to March for Babies? Join us!

- **Sign yourself up by going to marchforbabies.org/gfwc**
- **Start a team or join your chapter team today!**

Have a Team started? Great!

- **If it's not already connected to your Organization's CSO, connect with Patty Gentry to get your team connected.**

TAKE 4 SIMPLE STEPS:

1

TAKE A STAND

Decide to be a March for Babies team captain and sign up at marchforbabes.org **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 you'll find email templates, Facebook fundraising links and other tools to help you fundraise. Download the March of Dimes: Charity Cloud App to join the Step Up Challenge.

4

MARCH WITH US!

Join us on in making the health of moms and babies a priority.



FUNDRAISING TOOLS

SOCIAL MEDIA MEMES, APPS, TOOLKITS





**MARCH
FOR BABIES®**

CIRCLE OF CHAMPIONS

LOYALTY PROGRAM AND BADGES



MARCH FOR BABIES KEY DATES

March 15

Sign up your team, reach out to other members to build your team.

March 31

Commit to a team goal and promote ways to fundraise and engage people to support!

June 30

Deadline for all dollars to be turned for national recognition

MARCH FOR BABIES NEW CREATIVE LOOK AND FEEL

New images will be added to the Video library
for March for Babies 2022.

March for Babies: A Mother of a Movement™
logo lockup will be available in brand colors.



VOLUNTEER LEARNING CENTER

<https://volunteer.marchofdimes.org/>

- Individual pages for each national service partner with partner-specific links to activate.
- [2020 annual report](#)

NATIONAL SERVICE PARTNERS



The history of the March of Dimes is one of passionate grassroots involvement, with millions of people walking, volunteering, and advocating for the health of families. But through the years, several organizations have stood out in their support of the March of Dimes, and we give them special thanks. From community educational programs to fundraising events, these partnerships make a difference in our mission and help save babies. These partnership organizations (listed below) wish to invite you to join them in their efforts to create healthier babies. Become a national service partner today!

Share this:



Email



Print

SOCIAL PRESS KIT

<https://thesocialpresskit.com/march-of-dimes>

- March for Babies
- 2021 Report Card
- Blanket Change
- Prematurity Awareness Month
- Vaccine Equity



March of Dimes



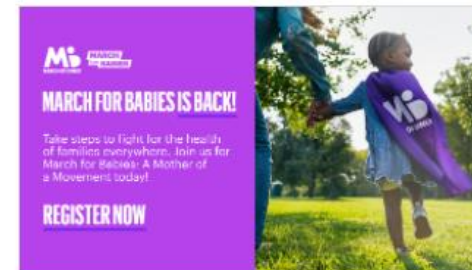
CAMPAIGN

March for Babies: Mother of a Movement

March for Babies 2022



FACEBOOK POSTS



MARCH FOR BABIES IS BACK!

MARCH FOR BABIES IS BACK!
Take steps to fight for the health of families everywhere. Join us for March for Babies: A Mother of a Movement today!
Register now at marchforbabies.org

Post to timeline



JOIN US FOR MARCH FOR BABIES

JOIN US FOR MARCH FOR BABIES
Moms and babies need our support more than ever. Take a big step for them by starting a March for Babies team to march for something big.
Register now at marchforbabies.org

Post to timeline



MARCH FOR BABIES IS BACK!

MARCH FOR BABIES IS BACK!
Take a big step for families as a team captain to march for something big. Join March for Babies today!

Register now at marchforbabies.org

Post to timeline

HEALTHY
MOMS.
STRONG
BABIES.



IMAGE & VIDEO LIBRARY

<https://videolibrary.marchofdimes.org/>

- Broadcast PSAs
- March for Babies assets
- Image Library
- Broll Packages



IMAGE & VIDEO LIBRARY

The screenshot shows the March of Dimes Image & Video Library website. The top navigation bar includes links for HOME, PSAs, March for Babies, National Ambassadors, Prematurity Campaign, Research, and Education and Healthy P. The main content area is divided into two columns. The left column features four large, colored buttons: BROADCAST PSAs (orange), MARCH FOR BABIES (blue), IMAGE LIBRARY (green), and BROLL PACKAGES (red). Below these is a section for Popular Posts. The right column displays two featured posts. The first post is titled '2022 Website and App Training Videos' and includes a thumbnail image of a woman and a child, with a 'Read More' button and a post date of 03Mar 2022. The second post is titled '2022 March for Babies Flyover Video' and includes a thumbnail image of a flyover scene, with a 'Read More' button and a post date of 25Feb 2022.



MARCH FOR BABIES YESTERDAY AND TOMORROW

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

Fundraise.

- Sign up, create a team to march with us virtually to give babies the healthy start they deserve. <https://www.marchforbabies.org/gfwc>

Advocate.

- You can make a difference for healthy pregnancies and healthy babies by joining our advocacy network, taking action on one (or all!) of our actions. Marchofdimes.org/gfwcAdvocacy

Volunteer.

- Pick from one our volunteer activities and get your friends together to make an impact for moms and babies. Download the toolkit on the GFWC member portal or on March of Dimes Volunteer Learning Center.

Donate.

- Marchofdimes.org

Get Social.

- Follow up on Twitter, Instagram, Facebook and Tiktok @marchofdimes





MARCH OF DIMES

VOLUNTEERS

THANK YOU

Questions?



**HEALTHY
MOMS.
STRONG
BABIES.**



**PATTY
GENTRY**

Director of Volunteer Engagement and Mobilization

PGENTRY@MARCHOFDIMES.ORG