**Charity Navigator: Public Facing Statement**

March of Dimes recognizes that Charity Navigator is a trusted benchmark by many people in making their nonprofit donations. Currently, Charity Navigator recognizes March of Dimes as a two star organization.

The rating is based on a three year rolling average and our current score is based on data from 2018-2020. Due to the nature of the rating’s three year rolling average, the current score lags the reality of our current financial position and the progress we have made in the last few years.

Charity Navigator rates charities by evaluating two main areas: financial health and accountability and transparency. March of Dimes has near perfect scores in accountability and transparency and has made great strides in improving its financial health score.

Our financial score has been largely affected by several years of declining revenue. We were able to change course in 2017 when our leadership prioritized the financial health of our organization to drive much-need change. We’ve made dramatic adjustments to improve our financial health since then, such as reducing expenses and improving our cash reserves. In the midst of the COVID-19 pandemic, we have increased revenue, decreased our liabilities and are net asset positive. In addition, we decreased our functional expenses and increased our mission spending from 75% in 2020 to 80% in 2021.

We are grateful to the individuals, families and partners who help fund our mission to improve the health of moms and babies. We appreciate their trust in us and are committed to stewarding donor funds effectively, responsibly and transparently. By improving our financial footing and sustainability, we are on the right path to improving our Charity Navigator rating.