

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**OUR MISSION,  
YOUR IMPACT  
SPRING2020**

# HEALTHY MOMS. STRONG BABIES.

**March of Dimes leads the fight for the health of all moms and babies.**

**From advocacy to education to research, we're leveling the playing field so that all moms and babies are healthy. We're building a brighter future for all of us.**

Dear Friends and Supporters,

On the first page of this report, Nikole and Eric describe the terror of finding themselves in the hospital at 24 weeks of pregnancy. Their baby, Jake, faced a medical issue for which there's no screening tool or treatment besides monitoring and early delivery.

It's hard to believe that so many families face this situation. But 1 in 10 babies is born preterm each year in the U.S. That's why March of Dimes is leading the fight to explore why conditions like Jake's occur and develop new treatments to help. We're supporting clinical and social science research to unlock breakthroughs so that every family gets the best possible start.



**Now, more than ever, moms and babies need champions. Unfortunately, during medical crises like the COVID-19 pandemic, the needs of pregnant and lactating moms are often overlooked as medical resources shift to cure and treat the disease. We're committed to protecting the health of moms and babies, even during unprecedented times like these—and we're grateful to have you with us.**

For more than 80 years, people like you have made our pioneering work possible. Thanks to your help, our next decade of breakthroughs will ensure all moms and babies are healthy and strong, regardless of wealth, race and geography. Thank you for supporting our critical work.



A handwritten signature in black ink that reads "Stacey D. Stewart".

**STACEY D. STEWART**  
PRESIDENT AND CEO  
March of Dimes



A handwritten signature in black ink that reads "Monica Luechtefeld".

**MONICA LUECHTEFELD**  
CHAIR  
March of Dimes Board of Trustees

*“After two years of trying to conceive, my husband Eric and I found out we were expecting a baby. Our routine genetic screening came back normal, but at prenatal appointments, our son consistently measured small. At our 24-week ultrasound, he had fallen below the first percentile for height and weight. Our baby’s failure to grow was due to Absent End-Diastolic Flow—an issue with blood flowing properly through the umbilical cord.*

*Our goal was to make it to 34 weeks, but at 31 weeks Jake was delivered via C-section, weighing 2 pounds, 1 ounce. He let out a great roar before being whisked away by the NICU team. I met him later that evening, and despite the tubes, lights, monitors and sounds surrounding him, he was the most beautiful thing I’d ever seen. “Small but Strong” became our mantra for the next 83 days.*

*His three-month NICU stay was difficult, to say the least. We saw families impacted by tremendous loss, formed lasting relationships with caregivers and celebrated triumphs big and small with families around us.*

*Jake is now a thriving two-year-old. In his honor we—along with his grandparents—support March of Dimes as they advocate for families, support medical research, provide educational programs and work to ensure all moms and babies get the care they need.”*

---

**NIKOLE AND ERIC EUTSLER**

LOYAL DONORS



Won't Stop Video

# The U.S. is among the most dangerous developed nations in which to give birth. **It's not fine.**

**2 women die from pregnancy-related causes every day.**

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

**2 babies die every hour** in the U.S.

**1 in 10 babies in the U.S., approximately 380,000 each year, are born preterm.**

That's one of the highest preterm birth rates among the world's developed nations.

**The rate is worse for Black, Native American and Hispanic babies, and a mom's ZIP code** could easily determine if her baby will be born too early.

That's because **5 million American women live in maternity care deserts**—counties with no obstetrical care.

# LET'S FIGHT FOR CHANGE— TOGETHER.

**The research we support is working to solve urgent health crises moms and babies face. We're evolving our funding model to make a greater impact, faster.**

For decades, March of Dimes has been investing in research to better understand the causes of and ways to prevent preterm birth. As we continue to advance research in the field we're diversifying the types of research we invest in to bring discoveries out of the laboratories and into clinical settings. In partnership with these institutions we hope to get lifesaving products, treatments and devices for moms and babies in the marketplace faster.

Our discovery and translational research focuses on four main factors that cause pre-term birth: maternal stress, genetic causes, infection and preeclampsia.

Just one example: Dr. Rupsa Boelig, at Thomas Jefferson University, has found that aspirin is less effective in treating blood pressure in African American women. That matters for those with preeclampsia. Dr. Boelig is creating a method for physicians to ensure each mom gets the right dosage for her.

*“My 26-year-old daughter is alive because of research and development that March of Dimes supported shortly before her preterm birth. She was born nine weeks early and was on a special ventilator, developed by March of Dimes, for the first 17 days of her life. Without it, she may not have survived. We are forever grateful and happy to support March of Dimes so more moms can tell stories like mine.”*

---

**KIM HUMMER**  
DONOR

**Discovery science** is a scientific investigation which emphasizes analysis of experimental results with the goal of finding new mechanisms to explain biological events leading to hypothesis formation and other scientific methodologies.

**Translational science** is an effort to build on basic scientific discovery research to create new therapies, medical procedures or diagnostics.

# OUR WORK

## LEAD AND INNOVATE DATA ANALYSIS AND PREDICTIVE INSIGHT

With predictive modeling tools, **we're leveraging maternal and child health data to develop insights, forecast challenges and focus efforts.**

Using the latest such data, **we issued report cards for all 50 states highlighting areas and populations with elevated risk of preterm birth.**

**Our report cards direct legislative action and ensure the health needs** of moms and babies stay top of mind for our leaders.

## MOBILIZE ACTION

In November, we launched **It's Not Fine™**, a public awareness campaign to bring attention to the worsening mom and baby health crisis in the U.S.

Tens of thousands of people walked in over 300 March for Babies walks last year and **thousands are marching virtually this year** to raise funds and awareness for health issues facing moms and babies.

We led a coalition of public health, patient and provider organizations to promote the reauthorization of the federal Newborn Screening Saves Lives Act and advocated on over **150 state legislative bills.**

## DELIVER DIRECT IMPACT

Women in more than 20 states received group medical care, prenatal education, childbirth preparation and postpartum care education through our **Supportive Pregnancy Care** program.

We partnered with 69 hospitals to offer our **NICU Family Support** program, which aims to improve the NICU experience for families through education and support.

Last year, 2,400+ nurses received in-person professional education and 525 nurses received **virtual training** from March of Dimes.

# YOUR IMPACT

**With your incredible support this year, you made a real impact for families today—and for generations to come.**

**Every dollar made a difference.**

**With \$100...**

We provided **essential baby items** such as a stroller or pack 'n play for moms in **underserved communities** who completed a prenatal education program.

**With \$1,000...**

We comforted **100 families of NICU babies** through **educational materials and activities**.

**With \$2,500...**

We helped **10 women access quality prenatal care**.





# YESTERDAY

As polio swept the nation, President Franklin D. Roosevelt challenged every American to make a donation—just a dime—to support the fight for a cure. March of Dimes was born, and less than 20 years later, we pioneered research leading to the disease’s eradication in the U.S. **With polio halted, we shifted gears to focus on birth defects, preterm birth and improving the health of families.** And we pioneered a new model for supporting our work: our iconic Walk-A-Thon.



# TODAY

**We lead the fight for the health of all moms and babies,** no matter who they are, where they live or what they can afford. We’re advocating for policies to protect them. We’re working to improve the health care they receive. We’re pioneering research to find solutions. We’re empowering families with programs, knowledge and tools to have healthy pregnancies. By uniting communities, we’re helping families everywhere get the support and care they need, and donors from around the world champion our work.



# TOMORROW

We imagine a world in which every baby is born healthy regardless of wealth, race or geography. We’ll mobilize millions of people in support of improving health outcomes for moms and babies. Through the research and innovative programs we fund and our targeted and tireless advocacy, we’ll reduce preterm birth and maternal mortality rates, focusing on populations and regions that need our help most. **Together we’ll give every mom and baby the best possible start.**

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**We simply could not do this incredible work without our millions of friends and supporters like you. **THANK YOU.****

**MARCHOFDIMES.ORG**