



working together for stronger, healthier babies

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the year 2010

The March of Dimes finished 2010 in a solid position: being financially secure and having significantly advanced our mission.

Thanks to strong volunteer leadership, and with the committed passion of thousands of Americans, the March of Dimes weathered a

challenging economic environment. We closed the books with a balanced budget and modest growth in revenue.

With the money raised by our intrepid teams of volunteers, donors and corporate sponsors, we touched the lives of moms and babies throughout the world. We reached out to them through our website, social media, blogs and tweets — including our all-Spanish platforms — with vital information about how to have healthier pregnancies. We delivered culturally specific programs to African-American moms and dads across the nation and to Native Americans throughout the western states, as well as language-appropriate education and information for many different nationalities.

with your help we
are touching the lives
of moms and babies
everywhere

We improved professional practice through workshops and conferences and by releasing proven best practices found in *Toward Improving the Outcome of Pregnancy III* and the *Elimination*

of Non-medically Indicated (Elective) Deliveries Before 39 Weeks Gestational Age toolkit. This toolkit, developed by a consortium, including California March of Dimes leaders, hospitals, clinicians and public health experts, offers practices for clinicians and patients to better understand the consequences of early elective delivery and the importance of the last weeks of pregnancy.

We served 80,000 families through our NICU Family Support® sites in 107 hospitals in different communities in every state, providing education, information, comfort and support.

We led legislative and regulatory initiatives to make sure women and children had access to needed health care services and to defeat state budget cuts that would have reduced prevention services. As a result, programs are in place to help moms quit smoking and newborns get screening tests for serious medical conditions.

And we invested even more in research: \$27 million in grants were distributed to investigators throughout the country. These studies promise to shed light on how birth defects develop and why babies are born too soon.

In our national campaign to prevent premature birth, we are making measurable headway: The preterm birth rate dropped for a third consecutive year to 12.2 percent of all births. Through initiatives such as Healthy Babies are Worth the Wait®, which we undertook with Johnson & Johnson and the Kentucky Department for Public Health, we demonstrated that improving the quality of perinatal care can reduce rates of early birth. This new model of collaboration with hospitals and outreach to patients will be expanded to New Jersey and Texas in 2011.

All of these achievements were made possible by the generosity of more than one million donors and the civic leadership of businesses large and small that sponsored events and programs. With their help, we are working together for stronger, healthier babies.

Dr. Jennifer L. Howse
President

Kenneth A. May
Chair

The March of Dimes helps moms have full-term pregnancies and healthy babies. We help women get the information they need, educate health care providers and speak out for health care coverage.

access to health care

Being pregnant can be a time of joy — and of worry. And for some women, that includes worrying about whether they can find and afford good maternal care. Nearly 14 million women of childbearing age in the United States have no health insurance.

With the needs of these women in mind, the March of Dimes supported health care reform legislation in 2010 and worked to ensure that provisions important to women and children were included.

Under the new law, pregnancy will no longer be considered a “pre-existing condition” for which health care coverage can be denied, and at-risk pregnant women and new mothers of infants and young children will be able to get home visits for health education and counseling. Other beneficial changes will improve quality and safety in both maternity and pediatric care, plus allow for more robust preventive care.

14 million women of childbearing age are uninsured

Specifically for children, the law will help the more than 8 million uninsured children get proper coverage. This will especially benefit medically fragile children with birth defects, or those born preterm, who were sometimes denied coverage because of a pre-existing condition or limits on lifetime costs.

With the voices of volunteers echoing across Capitol Hill and state houses, the March of Dimes will continue to improve federal and state laws and regulations to make sure every woman and child has access to affordable, quality care — making one less thing for families to worry about.

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healthy, full-term pregnancies

When Mom is healthy during pregnancy, she gives her baby the best chance of being born full-term. While premature birth can't always be prevented, detecting and treating problems can make a big difference. In Kentucky, the March of Dimes concluded the successful pilot of Healthy Babies are Worth the Wait. The program combined components that, put together, give babies the best possible start:

When Mom is healthy during pregnancy, she gives her baby the best chance of being born full-term. While premature birth can't always be prevented, detecting and treating problems can make a big difference. In Kentucky, the March of Dimes concluded the successful pilot of Healthy Babies are Worth the Wait. The program combined components that, put together, give babies the best possible start:

from early and regular prenatal care to changing harmful behaviors to educating health care providers and screening and treatment for serious health problems. As a result, fewer babies were born prematurely. A new Healthy Babies are Worth the Wait implementation manual will help roll out the program in other states.

Two other March of Dimes tools also help improve care and prevent premature births. The first, a new report titled *Toward Improving the Outcome of Pregnancy III*, offers practical strategies and interventions and urges hospitals, service providers and policy-makers to work together. The second is the *Less Than 39 Weeks* toolkit that reviews the importance of eliminating early c-sections and inductions without medical reason. Scheduling deliveries puts babies at risk because important development of the brain and lungs take place during the last few weeks of pregnancy. The toolkit offers hospitals and health care providers a step-by-step guide to implement best practices.



moms supporting each other

Moms-to-be share the ups and downs of pregnancy while getting the care that is so important for their health and the health of their babies. This special model of group prenatal care is called CenteringPregnancy®, and it's being offered in more states, reaching women who, in some cases, may not have received any care.

An article in the *American Journal of Obstetrics* reported that moms who received group care were less likely to give birth prematurely. They take charge of their pregnancy and their health by tracking personal information, like blood pressure and weight. And because these women spend more time with their health care provider than in a one-on-one setting, they receive more education. Moms also learn from each other, sharing pregnancy, childbirth and parenting concerns, and building strong support systems along the way.

In 2010, the March of Dimes expanded support of CenteringPregnancy, thanks in part to a generous grant from the WellPoint Foundation, a private, nonprofit organization wholly funded by WellPoint, Inc. More than half of all states now offer the program, providing prenatal care for 3,400 pregnant women.

March of Dimes research and community programs mean more babies are born healthy. If something does go wrong, and a baby is born too soon or very sick, we are there to provide information and comfort to families.



fighting premature birth

After three decades of increase, the premature birth rate has dropped for the third year in a row. At 4 percent, the decline is modest, but it means in 2010 more than 23,500 babies were spared the serious health risks of an early birth. Though much work is still to be done, we are starting to see the positive effects of our Prematurity Campaign, launched in 2003.

The March of Dimes works different channels of influence to reduce the number of babies born prematurely. One way is to raise public awareness of the serious issues. On Prematurity Awareness Day®, November 17, the United States Surgeon General Dr. Regina M. Benjamin joined March of Dimes President Dr. Jennifer L. Howse for the release of our third annual Premature Birth Report Card. The nation received a “D,” but 40 states and the District of Columbia have improved their premature birth rates.

Through advocacy efforts in Washington, D.C., and every state capital, we have opened the door to more funding for prematurity education and research. In

Every minute, a baby is born too soon in our country

the best labs, March of Dimes-funded scientists are working to understand why some babies are born early — and how we can prevent this from happening.

In 2010, we awarded \$2.7 million to support six scientists studying causes of premature birth. Since the start of the Prematurity Campaign, we’ve invested more than \$15 million in Prematurity Research Initiative grants.

Organizations in Africa, Europe and Australia have joined with the March of Dimes to take action and help make sure babies everywhere get the healthy start they deserve.



babies around the world

What if the first day of your life also was the hardest? This is true for babies born in many countries in the developing world, where the nearest hospital can be a day’s journey away and home care by a skilled birth attendant is

the exception rather than the rule. Every year, more than 21 million babies worldwide are born prematurely or with a serious birth defect — with the vast majority of these births occurring in developing countries. Babies who make it through that critical first day are not out of danger. For many reasons, including poor access to care, more than 4 million will die before their 5th birthday.

The March of Dimes is working with partners throughout the developing world to improve the health of mothers and babies. In the Philippines, we helped establish the Volunteer Youth Leaders for Health. More than 200 student leaders from 53 universities nationwide have signed on to the program and now help educate women in rural communities on health conditions and environmental and other risk factors that can cause them to give birth early or have a baby with a birth defect. In India, our partners are training nurse midwives to improve care for women and babies and educate teenage girls about nutrition and hygiene so their pregnancy, when that time comes, can be healthy.



close to me

Holding a baby against mom or dad’s chest, especially if she was born prematurely, can work wonders. “Kangaroo care” has proven to help stabilize a baby’s temperature, heart rate and breathing. It also reduces discomfort from medical procedures and promotes baby’s weight gain and mom’s milk supply. Skin-to-skin contact also helps parents bond with their new baby and restores an important sense of control in an otherwise overwhelming, alienating experience.

Unfortunately, kangaroo care is inconsistently practiced and encouraged in newborn intensive care units (NICUs). In 2010, the March of Dimes worked hard to turn that around. *Close to Me* is now offered in NICU Family Support sites across the country. By educating staff and parents, the program promotes skin-to-skin contact as often and early as possible. The program also provides items that help make the experience relaxed, discrete and meaningful, like comfortable chairs, privacy screens and mirrors for parents to see their baby’s face.

Close to Me has become an important part of NICU Family Support, the March of Dimes program that provides comfort and information to families in crisis. NICU Family Support is now offered in more than 100 NICUs and serves approximately 80,000 families each year.

In 2010, the March of Dimes invested \$21 million in new research to prevent birth defects, premature birth and infant mortality. Areas of investigation included developmental biology, genetics and prevention of premature birth.

what starts labor?

Scientists know that the hormone progesterone normally helps keep the uterus calm for a full 9 months. But how it does so, and what happens to trigger contractions at or before term, has been a mystery. A new study by Carole Mendelson, PhD, a Prematurity Research Initiative grantee, and colleagues at the University of Texas Southwestern reveals some important clues as to what may trigger labor.

Dr. Mendelson found that tiny molecules called microRNAs may hold the key. During most of pregnancy, progesterone calms the uterus by keeping levels of

**\$21 million funded
114 new, promising
research grants**

microRNAs down and levels of proteins called ZEBs up. Right before labor, progesterone action decreases, ZEB levels decrease and the levels of microRNAs dramatically increase. This switch “turns

on” genes that trigger uterine contractions. Her study also found that levels of microRNAs may be increased during preterm labor, suggesting that drugs that reduce microRNA levels may help prevent preterm labor.

“With these findings, we understand better the system that controls labor, so with future research we might have the potential to manipulate it and prevent preterm birth,” said Dr. Mendelson.



identifying height genes

Identifying height genes and learning how they work may lead to treatments for inherited growth disorders. Joel Hirschhorn, MD, PhD, of Harvard Medical School is the leader of an international group of researchers who recently identified hundreds of variant genes

located at 180 spots in the genome (our complete set of genetic material) that influence height. Together, these variant genes account for about 10 percent of the variation in human height. How tall we become depends on small contributions from many genes. These gene variants also may hold clues to the underlying biology of a number of inherited growth disorders.

Many of the gene variants discovered by Dr. Hirschhorn’s group are located near genes already known to cause growth disorders, such as achondroplasia (a form of dwarfism) and Marfan syndrome (a connective tissue disorder). Besides being unusually short or tall, children with these growth disorders often have serious medical problems. The gene variants may influence nearby growth-disorder genes and may suggest new ways to treat these disorders.

This study also may serve as a model of how to investigate birth defects and other common human diseases which are caused by multiple unknown genes. “If we can understand the genetics of height, it will help us understand how other polygenic [multiple gene] traits are inherited,” says Dr. Hirschhorn.



protecting preemies

Infections pose the biggest threat to the smallest babies. Premature babies have immature immune systems, making them more likely to develop a bacterial infection, such as pneumonia, and less able to fight it off. As a result, as many as 1 in 5 very low-

birthweight infants (born at less than 3¹/₃ pounds) develop sepsis, a dangerous complication in which the infection spreads to the bloodstream. In spite of treatment with antibiotics, up to 40 percent of babies with sepsis die.

A new study by Jeffrey C. Murray, MD, a Prematurity Research Initiative grantee at the University of Iowa, found that premature babies were more likely to develop sepsis if they had a variant form of one of four genes. Each of these genes helps regulate how the immune system responds to an infection. This study could be an important step toward identifying premature babies who are most likely to develop sepsis, possibly leading to earlier, more effective treatments. Understanding the underlying genetic factors that contribute to sepsis also could lead to new ways to prevent this life-threatening complication in preemies.

Special events organized by March of Dimes chapters raised a total of \$39 million in 2010. With almost 200 events raising more than \$15 million, Signature Chefs Auctions® were top of the charts. The following events were among the year's most successful.

bikers have heart

Co-chairs Penny Sharp and Don Post explain that this ride is all about the destination: healthy babies! The Kansas City Bikers for Babies® was hosted by local radio personality Johnny Dare who led more than 6,200 motorcyclists in a 115-mile, all-Kansas ride. At the end of the journey: good food, live music and a bike show. The event, put together by 400 volunteers, raised more than \$715,000 to protect the health of babies. Top fundraiser Ed Hale collected more than \$67,000. Says Ed: "It's a common goal. We all want our children to be healthy." Ed and his "Posse" are inspiring other riders to step it up a notch. In 2010, 68 Grand Donors each raised \$1,000 or more.

Opposite: Bikers scorch the tarmac at the Kansas City Bikers for Babies



weathering the storm

A tropical storm kept the golfers off the green, but the 6th annual Joe Namath March of Dimes Celebrity Golf Classic was still a hole in one for babies. In lieu of golf at Bethpage State Park, Long Island, more than 300 attendees enjoyed a late lunch. They mingled with 80 sports and entertainment celebrities and tried their luck at casino games. More than \$850,000 was raised, the most of any March of Dimes event in the country. Joe Namath, a volunteer for more than 40 years, was stranded in South Florida where the storm hit before making its way up the coast to New York. He joined via Skype and expressed his thanks to the sponsors, golfers, celebrities and volunteers who came out in support of the March of Dimes.

Above: Joe Namath has hosted his celebrity golf event since 2005.



new york all-stars

Sportsman and sportswoman of the year awards went to Michael Strahan (NFL) and Lisa Leslie (WNBA), but the real winners of the 27th annual Sports Luncheon were the babies! The event, held at the Waldorf Astoria in New York City, raised an amazing \$700,000. MTV's Ken Saji and Cheryl Family shared the story of their daughter Addison's premature birth and inspired attendees to take out their cell phones and send a text message to make a small donation. Messages were displayed on a big screen, and an extra \$30,000 was added to the event's total.

Above: Michael Strahan, Lisa Leslie, Steve Sabol, NFL Films, and Ed Goren, FOX Sports Media Group, are honored at the event.

cooking with congress



Forty members of Congress put down their differences and put on their aprons for a competitive cook-off to benefit babies. The March of Dimes Gourmet Gala®, an annual fundraising dinner with a unique Capitol Hill flavor, raised \$830,000. Each chef prepared and served a

favorite dish from his or her own recipe. The judges' picks included Representative Diana DeGette's Adobo chicken tostadas and Representative Paul Hodes' vegetarian chili. Among the 700 attendees enjoying the feast at the National Building Museum was Joshua Hoffman, the March of Dimes National Ambassador. The 7-year-old's favorite? The shrimp dukkah with orange shrimp sauce.

Above: United States Senator Al Franken and wife, Frannie, compare recipes with March of Dimes President Dr. Jennifer L. Howse.



a hawaiian tradition

The ballroom at the Sheraton Waikiki was packed, but the attendees of the 15th annual March of Dimes Governors' Ball were completely quiet as local artist Roslyn and Broadway singer Mary Gutzi performed "Perfectly Beautiful, Beautifully Perfect."

When the song was over, all agreed: Every baby in Hawaii should be born just that way. Other highlights included a "pule," or blessing, an exciting live auction, a big band and lively dance floor. The formal event had a goal of \$375,000, but thanks to Chair Howard Hamamoto and honoree Stanford Carr, almost \$660,000 was raised. Says Carr, a business leader and father of two preemies: "I'm just invested in kids."

Above: Governor Linda Lingle joins honoree Stanford Carr and emcees Danny Kaleikini and Carole Kai.

Special events helped raise awareness and \$39 million

get involved



On marchofdimes.com, find ways to volunteer or get involved. Support the March of Dimes work with a secure donation. Friend us on Facebook and follow us on Twitter to get the latest mission updates and join the conversation.



joshua hoffman

One minute Melanie Hoffman, of Weston, Florida, was enjoying her 23rd week of pregnancy, and the next she was in preterm labor. Joshua Hoffman came into the world on January 12, 2003, weighing only 1 pound, 11 ounces.

Joshua fought hard for survival during his 14 weeks in newborn intensive care, where he received treatment for serious breathing, heart and vision problems. Even after he left the hospital, he faced the challenges of eye surgery and worked hard to walk and talk.

Today, Joshua is an active 8-year-old. Not even partial blindness can keep him from doing what he loves most: reading, building castles with his brother Alex,

Joshua Hoffman shared his story across the country to raise awareness

swimming and playing the piano. As the 2010 March of Dimes National Ambassador, Joshua and

his family traveled the country, courtesy of sponsor United Airlines. They shared their story, helped raise awareness of premature birth and encouraged families and companies to walk with them in March for Babies. The Hoffmans' own family team raised more than \$36,000.

"The March of Dimes saved my life, and now I want to fight for other preemies," says Joshua. In 2004, his brother, Alex, was born nearly full term and healthy, thanks in part to information provided by the March of Dimes.

Opposite: Joshua Hoffman (left) with brother Alex
Above: Lee, Joshua, Alex and Melanie Hoffman



a new home

At marchofdimes.com moms-to-be and new moms can find information on having a healthy pregnancy and caring for their baby. We've added new videos and tools, better ways to search and find information and more opportunities to share. Health care professionals can access trusted

March of Dimes resources and educational materials.

Visit the site to learn about our mission and to find ways to get involved, volunteer or donate. Sign up to get more out of marchofdimes.com. We'll personalize your experience and show you things we know interest you. Set your preferences to receive mission updates or advocacy alerts. You'll stay informed and hear when you can make a difference for moms and babies.

ways to connect

marchofdimes.com
Find pregnancy and baby information, volunteer and giving opportunities and March of Dimes chapters.

nacersano.org
Get pregnancy and baby information in Spanish.

marchforbabies.org
Sign up and join a team or start your own.

shareyourstory.org
Share your experience with premature birth and other challenges.



investments

treasurer's report

2010 marked a much-appreciated year of financial stability for the March of Dimes, following two extremely volatile years in 2008 and 2009. On the ensuing pages, we present the 2010 and 2009 financial results for the Foundation, including the national office and 51 chapters.

Due to the generosity of the American public, we were fortunate to be able to fund \$28 million in research grants and other community grants, expand our NICU Family Support initiatives to more than 107 locations and improve our Program Services Ratio.

In 2010, 75.6 percent of our expenses went to funding program activities, including research, advocacy, community programs and education activities.

As you can see, total Operating Revenue came in at \$212 million, a decrease of \$3 million compared to the prior year, which was due to the completion of a large federal and state grant in California (California Birth Defects Monitoring Program). Through timely and efficient expense controls, we were able to manage a net operating gain of \$3.6 million. The gains on investments reflect the market-related improvement in the Foundation's Investment Portfolio. The portfolio improved by nearly 14 percent, which helped us regain the balance of the losses we suffered in 2008. The Foundation's adoption of SFAS #158-Pension Accounting Standard in 2007 resulted in a decrease to net assets in 2010 of \$2 million due to lower interest rates at December 31, 2010.

As we move forward into 2011, we are hopeful the markets and the general economy will continue to rebound, which will allow the March of Dimes to expand its vitally important programs through revenue growth.

We thank our many volunteers and donors and ask for their continued support.



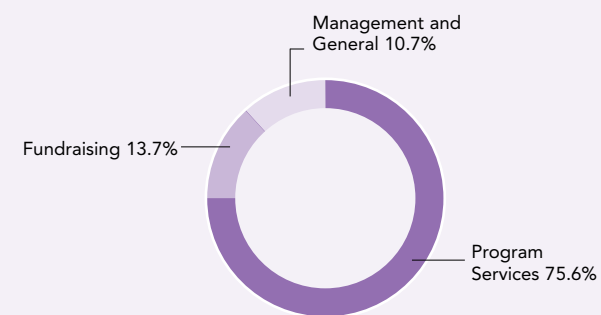
Al Childs
Treasurer
April 10, 2011

funding the mission

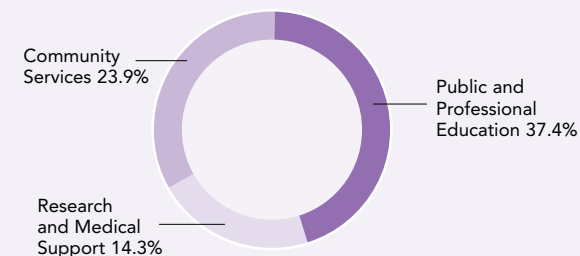
In 2010, gross contributions to the March of Dimes included:

- March for Babies.....\$102.7 million
- Special events.....\$39.0 million
- Mail donations.....\$42.9 million
- Mothers March®.....\$13.7 million
- Major gifts, including Bequests, President's Society and Government Grants.....\$14.5 million

expense allocations for 2010



program services for 2010



statement of financial position

As of December 31, 2010 and 2009 (amounts in thousands)

Assets:	2010	2009
Investments, cash and cash equivalents	\$ 130,627	\$ 116,757
Assets held in trust by others	8,918	8,889
Land, building and equipment – net	15,207	15,809
Other assets	14,896	15,501
Total assets	\$ 169,648	\$ 156,956

Liabilities:

Grants and awards payable	\$ 23,333	\$ 24,924
Accounts payable and accrued expenses	12,968	12,038
Accrued postretirement and pension benefit costs	74,980	71,878
Other liabilities	4,671	4,707
Total liabilities	115,952	113,547

Net Assets:

Operating	115,368	101,962
Accrued postretirement and pension benefit costs	(74,980)	(71,878)
Total unrestricted	40,388	30,084

Temporarily restricted	1,736	2,244
Permanently restricted	11,572	11,081
Total net assets	53,696	43,409

Total liabilities and net assets	\$ 169,648	\$ 156,956
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statement of financial activities

Years ended December 31, 2010 and 2009 (amounts in thousands)

Revenue:	2010	2009
Contributions	\$ 187,214	\$ 188,529
Bequests and major gifts	10,165	9,007
Government, foundation and corporate grants	4,341	6,649
Investment return appropriated for operations	5,000	5,000
Other	5,332	5,531
Total operating revenue	212,052	214,716

Expenses:

Research and medical support	29,846	30,742
Public and professional education	77,922	79,007
Community services	49,819	50,429
Management and general	22,359	21,330
Fundraising	28,548	30,906
Total expenses	208,494	212,414

Excess operating revenue over expenses	3,558	2,302
Investment return greater than appropriated	8,614	14,040
Adjustment in pension liability	(1,885)	18,918
Change in net assets	\$ 10,287	\$ 35,260

A complete copy of financial statements audited by KPMG, LLP is available upon request from the March of Dimes Foundation, 1275 Mamaroneck Avenue, White Plains, NY 10605 or on our website at marchofdimes.com/annualreport

thank you



We are grateful for the support of our volunteers, donors, supporters, sponsors and partners. Our work is made possible by you. Thank you for giving your time and money, and lending your voice to support the health of babies.

march for babies®

They toddle and crawl. They giggle and smile. But they can't yet speak for themselves. That's why every year, a quarter million Americans walk together in March for Babies and lend their voice to babies, including those born so soon or sick they have to fight to survive.

2 million people get involved in march for babies

In 2010, March for Babies walkers, volunteers and donors helped bring in \$102.7 million for research, services for moms-to-be, education and outreach. One of those walkers was Jordan Horowitz of Los Angeles. At just 13 years old, she raised an amazing \$72,000 to help babies born early just like her.

Support for March for Babies doesn't just come from the families who have lived our mission. Every year, many of America's greatest companies get involved. Co-chairs Ron Gettelfinger, President of the UAW, and Alan Mulally, CEO of Ford Motor Company, helped rally their companies and America behind the cause.

Our 2010 Top 10 teams were Kmart Corporation, Farmers Insurance Group, Publix Super Markets, Inc., Bank of America Corporation, CIGNA, Citi, Famous Footwear, FedEx Corporation, Macy's and Wells Fargo & Company.

our national sponsors



Kmart is the March of Dimes longest-standing corporate partner and largest contributor to our mission, having raised \$90 million over the past 27 years.

"Kmart is extremely proud of our 28-year partnership with the March of Dimes and of our customers and associates who continually support our annual campaign to ensure that all babies get a chance for healthy lives. In 2010, they truly outdid themselves by raising a record \$10.5 million for babies!"

—W. Bruce Johnson, Interim CEO & President, Sears Holdings Corporation



FARMERS

Through sponsorships and its own Be a Hero for Babies DaySM, Farmers agents and employees raised \$4.7 million in 2010.

"Our agents and employees are happy to support the March of Dimes mission. The 2011 campaign is already in high gear, and that's good news for babies everywhere."

—F. Robert Woudstra, CEO, Farmers Group, Inc.



Tens of thousands of FedEx employees from all operating companies joined their local March for Babies team to contribute more than \$1.1 million.

"FedEx is proud to share with the March of Dimes a commitment to on-time, healthy deliveries. Over the years, the March of Dimes has helped so many babies."

—David Bronczek, CEO, FedEx Express



Over the past 16 years, CIGNA and its employees have contributed more than \$25 million in March for Babies to improve the health of babies.

"The commitment of the March of Dimes to educate and encourage mothers-to-be to make the right health choices exactly mirrors our own."

—David M. Cordani, President and CEO, CIGNA



In 2010, Famous Footwear's in-store, customer-donation fundraising campaign again exceeded the million-dollar mark.

"It is very humbling to witness our home office and store associates approach this worthy cause with the same passion and zeal that we approach our business."

—Rick Ausick, Div. President, Famous Footwear



Sanofi Pasteur, the vaccines division of sanofi-aventis, is a proud sponsor of March for Babies and joined the March of Dimes to raise awareness of pertussis, or "whooping cough."

"By supporting the March of Dimes we know that it will enable them to continue their important mission."

—Damian Braga, President US, Vice President, The Americas



United Airlines raised \$1.6 million in March for Babies and is reaching hundreds of thousands of families with important information about healthy pregnancies.

"We remain committed to the March of Dimes and its goal to prevent birth defects, premature birth and infant mortality, and look forward to another successful campaign."

—Jeff Smisek, President and CEO

additional sponsorship provided by



prematurity campaign

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American College of Obstetricians and Gynecologists

Association of Women's Health, Obstetric and Neonatal Nurses

Alliance Members

American Academy of Family Physicians

American Academy of Periodontology

American College of Nurse-Midwives

American College of Osteopathic Obstetricians & Gynecologists

American Dental Association

American Dental Hygienists' Association

American Hospital Association

American Public Health Association

American Society for Reproductive Medicine

Association of Maternal & Child Health Programs

Association of Reproductive Health Professionals

Association of State & Territorial Health Officials

Black Women's Health Imperative

Bright Futures

CityMatCH

Council of Women's & Infants' Specialty Hospitals

First Candle/SIDS Alliance

International Childbirth Education Association

Association

League of Black Women

National Alliance for Hispanic Health

National Association of Children's Hospitals & Related Institutions

National Association of County & City Health Officials

National Association of Neonatal Nurses

National Association of Nurse Practitioners in Women's Health

National Association of Pediatric Nurse Practitioners

National Association of Public Hospitals & Health Systems

National Black Nurses Association

National Coalition of Ethnic Minority Nurses Association

National Healthy Mothers, Healthy Babies Coalition

National Healthy Start Association

National Indian Health Board

National Medical Association

National Perinatal Association

National Rural Health Association

National WIC Association

Nurse Practitioners in Women's Health

Office of Minority Health (HHS)

Partnership for Prevention

Preeclampsia Foundation

RESOLVE: The National Infertility Association

Sidelines National Support Network

Smoke-Free Families

Society for Gynecologic Investigation

Society for Maternal-Fetal Medicine

Society for Public Health Education

Society of Pediatric Nurses

Vermont Oxford Network

Prematurity Alliance Service Organizations Partners

Alpha Phi Alpha Fraternity, Inc.

General Federation of Women's Clubs

Kiwanis International

Phi Beta Sigma Fraternity, Inc.

Zeta Phi Beta Sorority, Inc.

Global Alliances

European Foundation for the Care of Newborn Infants, Europe

Little Big Souls, Africa

National Premmie Foundation, Australia

Prematurity Research Initiative Advisory Committee

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Committee Chair

Chief of Obstetrics

Massachusetts General Hospital

Professor of OB/GYN & Reproductive Biology

Harvard Medical School

Boston, Mass.

Frank A. Chervenak, MD

Professor & Chairman

Department of Obstetrics & Gynecology

Weill Cornell Medical College

Cornell University

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The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

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