

# IMPACT REPORT

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## LETTER FROM FOUNDING EXECUTIVE DIRECTOR

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Dear Partners and Friends,

At March for Moms, we believe every family should be able to grow with dignity. With the help of our interdisciplinary partners, 2019 was a year defined by critical growth in new partnerships - - with individuals, families and organizations - - to better coordinate our efforts to March, Advocate and Drive Change for the maternal health crisis we're continuing to face in this country. Channeling the spirit of the far too many mothers who have experienced racism and discrimination, disrespect or mistreatment during their pregnancy and childbirth, or the unimaginable, lost their lives, March for Moms engaged in a critical body of work in 2019.

Through building and coordinating our diverse coalition of partners, we advanced Federal policies to enhance programs for families, and support providers; March for Moms encouraged collaboration across professions; and ensured adequate health insurance for those who couldn't afford it.

**Some 2019 highlights for me include having leading advocate Charles Johnson join our Board of Directors, having the largest and most diverse number of organizational partners for our rally to date, March for Moms becoming a leading partner for Congress' Black Maternal Health Caucus, and collaborating on bill feedback throughout the year with partner organizations. In the following, you will read about our growth and the impact of March for Moms in 2019. Thank you for partnering with us in achieving these incredible milestones.**

*Katie*

# VISION

March for Moms believes every family should be able to grow with dignity and support.

# MISSION

March for Moms coordinates and amplifies the efforts of families, near miss survivors, providers, advocates and industry to call for action to ensure that every family can grow with dignity.

**WE MARCH WE ADVOCATE WE DRIVE CHANGE**

We convened more than 500 individuals, families and organizations at our hallmark event, our annual Rally, to offer interdisciplinary solutions for the 1 in 6 women who continue to die during childbirth and who experience one or more types of mistreatment in pregnancy and birth. We heard from leaders across the different disciplines that need to come together - health care providers, community-based providers, families and survivors, policymakers and industry including health plans and pharmaceuticals.

The 2019 rally had the most number of organizational sponsors and partners to date including Johnson & Johnson, United Healthcare, American College of Obstetricians and Gynecologists, National Birth Equity Collaborative and the National Partnership for Women & Families - with 36 organizations coming together to support the event across professional societies, advocacy organizations, and key industry leaders.



**WE HAD OVER 3,000 VIEWS OF OUR 2019 RALLY LIVESTREAM ON FACEBOOK**



Our Executive Director, Katie Barrett, contributed her policy expertise to build significant relationships on the Hill. Katie was asked to comment on behalf of March for Moms on over 10 federal bills in 2019, and March for Moms has become a leading partner for the Black Maternal Health Caucus. She has also led March for Moms' collaboration on bill feedback throughout the year with partner organizations like the Black Mamas Matter Alliance, the National Partnership for Women & Families, the Center for American Progress, Every Mother Counts, the Center for Reproductive Rights, and the American College for Obstetricians and Gynecologists.

**At our 2020 Advocacy Day, we visited the offices of 44 legislators in support of key pieces of maternal legislation during our annual Advocacy Day.**



**100**  
advocates  
trained

We supported two important pieces of maternal health legislation: S. 3992, the Modernizing Obstetric Medicine Standards (MOMS) Act, and H.R. 5977, the Mothers and Offspring Mortality and Morbidity Awareness (MOMMAs) Act, and a funding ask for two prior pieces of legislation on maternal health. And we trained more than 100 people from all over the country on these bills to participate in our Advocacy Day, ensuring national representation in support of key maternal health care legislation.

**5000**  
briefing views

As part of this event, we also collaborated with DONA International to sponsor a Congressional Briefing: Addressing Disparities in Maternal Health, which featured Dr. Monica McLemore, PhD, MPH, RN, Assistant Professor, UCSF, Advisor, Black Mamas Matter Alliance, Evette Hernandez, CNM, WHNP, Midwife at Mary's Center, Washington, D.C., and Randa Munayyer Stephan, Postpartum near-miss event Survivor. The briefing was well attended by Congressional staffers and viewed over 5,000 times on our Facebook livestream!



With our partners at the Jewish Health Foundation, we held a rally in Pittsburgh, Pennsylvania, demonstrating the need for local coordination of advocacy efforts and solutions to the maternal health care issues we face in this country.

**Harnessing the power of our expert board members, we raised awareness at the highest levels of government for maternal health care. Highlights include:**

Board Member Ebony Marcelle presented on behalf of March for Moms at a Listening Session hosted by the Black Maternal Health Caucus in July 2019.

Board Members Ebony Marcelle, Dr. Gene Declerq and Charles Johnson presented at a Democratic Caucus Round Table on maternal mortality in November 2019.

Board Chair Dr. Ginger Breedlove and Vice-Chair Dr. Neel Shah presented to a variety of national clinical audiences about the need for inter-professional teamwork, better communication and professional humility in maternal health.



We focused our advocacy efforts on addressing the systemic drivers of poor outcomes and inequities in maternal health. Our policy agenda includes extending Medicaid coverage to one year postpartum for all pregnant women; allowing Medicaid to reimburse for doula services and better integrate care across mothers' medical, behavioral and social needs; and improving data, transparency, and quality improvement efforts, positively impacting the lives of mothers and families.

We expanded our community, developed new partnerships and strengthened existing relationships to drive change, these include: partnering with the Society for Maternal and Fetal Medicine to use their voter voice platform for advocates in our community to send letters and notes to their Federal delegation, DONA International to hold our Congressional Briefing and Advocacy Day, and Johnson&Johnson to become a part of their Coalition to Advance Equitable Maternal Care.

We authored 2 endorsement letters for federal legislation:

H.R. 4996, the Helping  
Medicaid Offer Maternity  
Services (MOMS) Act of 2019

H.R. 4995, the Maternal  
Health Quality Improvement  
Act of 2019

These bills extend Medicaid coverage up to 12 months postpartum and address maternal health inequities that disproportionately affect Black and Native women.

We also joined 5 sign-on letters to support the following:

- **H.R. 5189 Birth Access Benefitting Improved Facility Services (BABIES) Act**
- **A hearing on national paid family leave**
- **H.R. 3 Lowering Drug Costs Now Act, which included funding for the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program**
- **H.R. 1551/ S. 1960 Quality Care for Moms and Babies Act (QCMBA)**

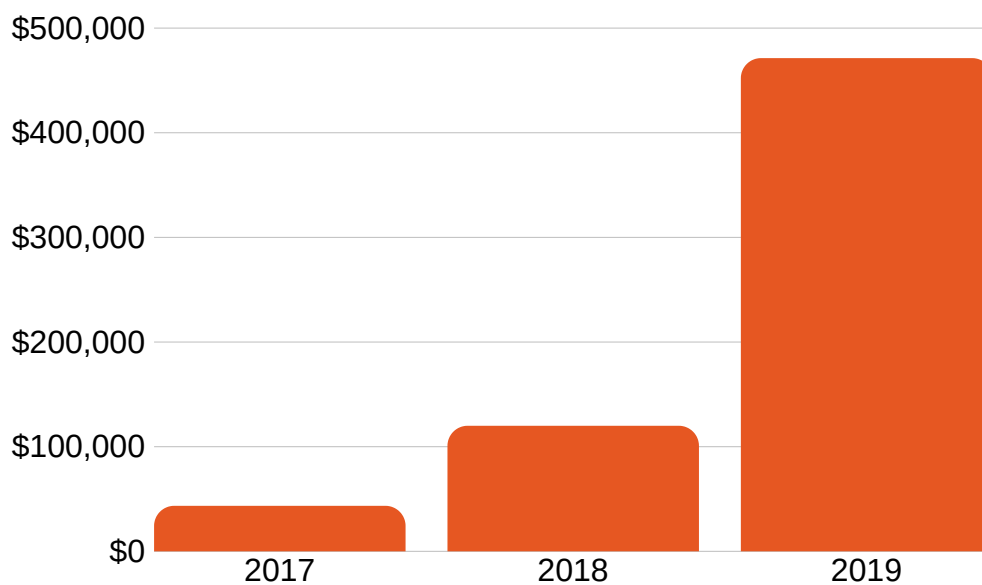
We proudly welcomed Charles Johnson to the MFM board, a national advocate for the rights of mothers and family in child birth.



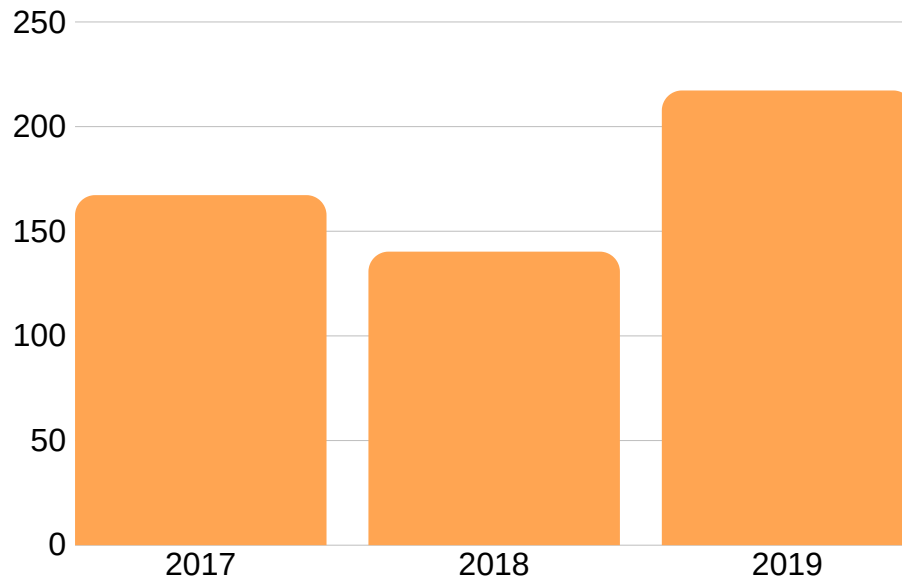
In FY2019 March for Moms had record growth in its total revenue and number of unique organizational and individual donors. This allowed us to bring together an unprecedented number of partners committed to MARCH, ADVOCATE and DRIVE CHANGE for the U.S. maternal health crisis. Of note, we held our largest rally yet on the National Mall, and hired our first Executive Director. We are excited to continue this momentum to grow our revenue and operations in the years to come.

March for Moms raised nearly \$470,800 from 217 unique organizations and individual donors, representing a nearly 11-fold increase over the March for Moms' first year of operation in 2017, and a 4-fold increase from 2018.

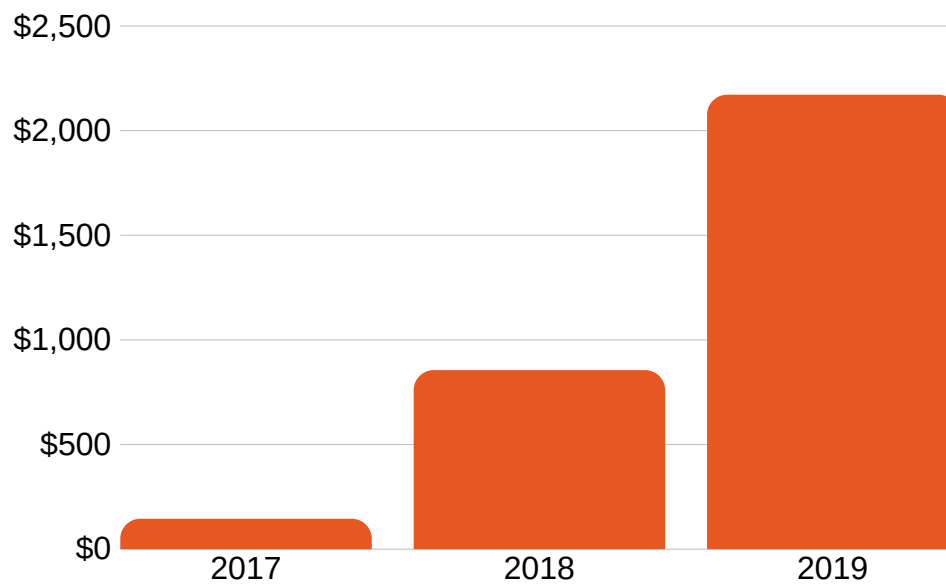
## TOTAL ANNUAL INCOME



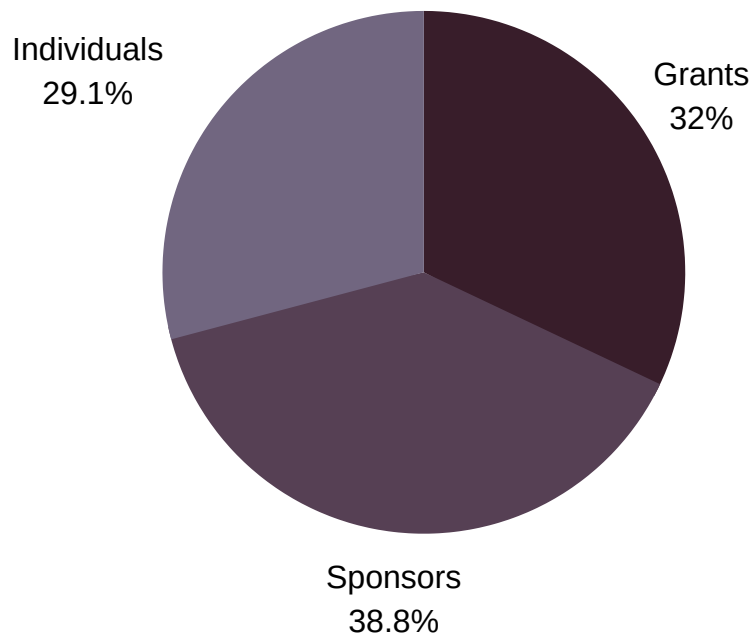
## TOTAL UNIQUE DONORS



## AVERAGE GIFT AMOUNT



## 2019 REVENUE SOURCES



About one-third of March for Moms' overall revenue in 2019 was from the generous operational support of three grants, 40% was from sponsor organizations, and the remainder (30%) from individual donors.

Almost 10 partner organizations provided in-kind donations, including activities that supported a successful 2019 Rally.

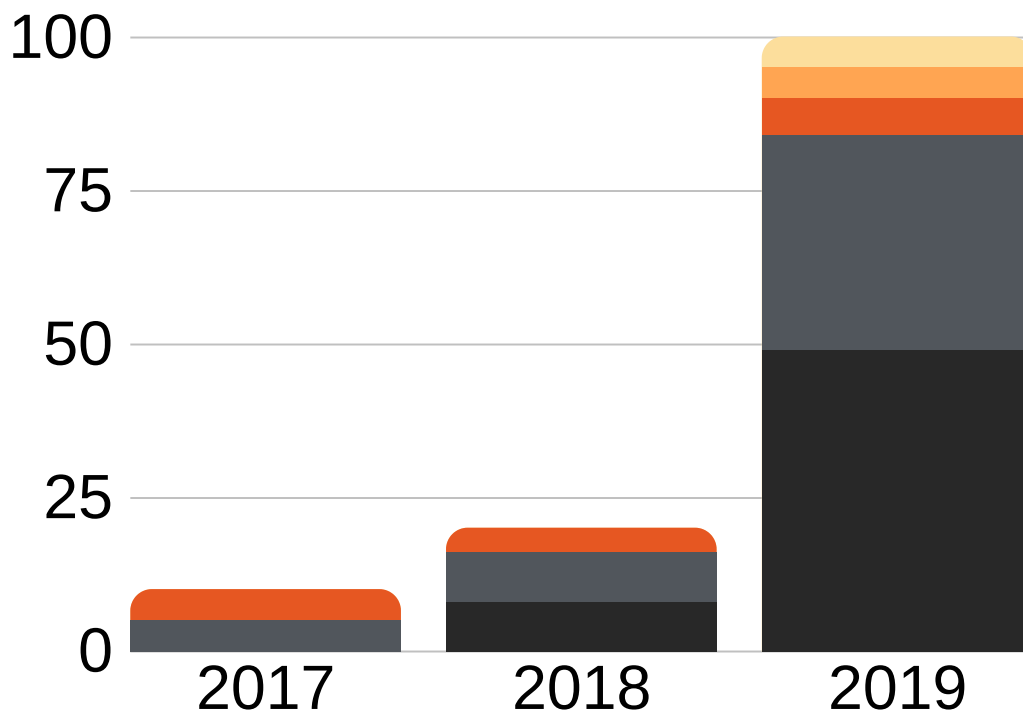
A special thanks to Pinpoint, Johnson & Johnson and the Yellow Chair Foundation for their leadership support. A full list of sponsor organizations, grants, donors and partners who provided either financial or in-kind donations can be found below.

**We are so thankful for their support.**



## 2019 TOTAL EXPENSES

March for Moms' total expenses for FY2019 were \$249,833. The largest expense categories were: 49% for Staff, 35% for Rally and Advocacy Day in DC, 6% on Travel for Staff and Board members, 5% for the Strategic Planning Consultant, and 5% for operational needs.



In line with 501c3 IRS regulations, expenses for advocacy totaled less than 20% of our operating budget at \$14,998.

Given the unprecedented time in our country's history and the impact of COVID-19 on our health care system in particular, there's still so much more for us to do. We're continuing our advocacy by calling on employers, health systems and providers, and government to make the necessary changes so that one day we will live in a world in which every person can grow their family with dignity.

It's more important than ever before for...

- **employers and industry leaders** to provide family-friendly health care and wellness benefits and to the best of their ability, work with health systems and providers to deliver respectful, supportive care to their employees.
- **health systems** to put in place systems to support providers to deliver experiences that are culturally competent, anti-racist, inclusive and supportive.
- **providers** to support greater role(s) for and encourage collaboration among all members of the care team: doctors, nurses, midwives, doulas and other community-based providers of care for moms and families.
- **government** to ensure every woman has access to comprehensive health coverage and integrated care during pregnancy and postpartum.

...and so we continue our work as strong advocates for the support and dignity of mothers.

***Together We March. We Advocate. We Drive Change.***

# BOARD LEADERSHIP

Ginger Breedlove, PhD, CNM, FACNM, FAAN

**President, March for Moms**

Grow Midwives, LLC

Shawnee, KS

Neel Shah, MD, MPP, FACOG

**Vice-President, March for Moms**

Director, Delivery Decisions Initiatives, Ariadne  
Lab

Assistant Professor, Obstetrics, Gynecology,  
and Reproductive Biology

Beth Israel Deaconess Medical Center | Harvard

T.H. Chan School of Public Health

Boston, MA

Tia Tilson

**Treasurer, March for Moms**

VP of Development for Institute for Clinical And  
Economic Review (ICER)

Boston, MA

Ebony Marcelle, MSN, CNM

**Board Member**

Director Midwifery Community of Hope/Family  
Health and Birth Center

Washington, DC

Chanel Porchia-Albert

**Board Member**

Founder, Ancient Song Doula Services

New York City, NY

Karen Feinstein, PhD

**Board Member**

President and CEO Jewish Healthcare  
Foundation

Pittsburg, PA

Eugene Declercq, PhD

**Board Member**

Professor, Boston University, School of  
Public Health

Boston, MA

Charles Johnson

**Board Member**

Founder, 4Kira4Moms

Atlanta, GA

Jamila Taylor, PhD

**Board Member**

Director of Health Care Reform and Senior

Fellow, The Century Foundation

Washington, DC

Mary D'Alton, MD, MFM

**Board Member**

Chair, Dept of OB/GYN and Willard C. Rappleye

Professor of OB/GYN

Columbia University, Irving Medical Center

New York City, NY

## EXECUTIVE LEADERSHIP

Katherine Shea Barrett, MPH

**Founding Executive Director**

# THANK YOU

A special thanks to our volunteers, partners and individual supporters who generously contribute their time, expertise and resources to advancing the mission of March for Moms.



*To support March for Moms' advocacy and community-building efforts, please donate today by visiting [marchformoms.org](https://marchformoms.org).*

