



# MARCH FOR MOMS

## 2020 ANNUAL REPORT



## A LETTER FROM THE EXECUTIVE DIRECTOR

In 2020 far too many mothers continue to experience racism and discrimination, disrespect or mistreatment during their pregnancy and childbirth. The COVID-19 pandemic only exacerbated these systemic challenges, and as a result, far too many moms continue to experience preventable harm in childbirth. In our fourth year, March for Moms worked to empower families guided by the belief that every family should be able to grow with dignity and support. With the support of our interdisciplinary partners, 2020 brought critical growth in new relationships with individuals, families and organizations. These collaborations allowed us to better coordinate our efforts to March, Advocate and Drive Change to address the maternal health crisis we continue to face in this country.

In partnership and collaboration with a diverse coalition of partners, we expanded our footprint as a policy advocate for maternal health. We advanced awareness and provided key input to federal policies to enhance programs for families and support providers. We encouraged collaboration across professions and continued to push for adequate health insurance for those who cannot afford it. During 2020 we launched a successful national search for our second Executive Director, welcomed Dr. Jamila Taylor to our Board of Directors, increased attendance at our signature March for Moms rally even while convening virtually due to COVID-19. We continued to serve as a partner to Congress' Black Maternal Health Caucus and work to refine the Momnibus Act of 2020 and 2021.

*Ginger Breedlove, PhD  
Interim Executive Director  
March for Moms (October/December 2020)*

# 2020



## VISION

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

## MISSION

**March For Moms aligns the diverse voices of families, healthcare providers, policymakers, and partners to advocate for mother's and families' health, well-being and equal access to care.**

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



## MARCH / VIRTUAL TOWN HALL MAY 4th, 2020

We convened more than 1,800 individuals in a Live Zoom feed for our annual Rally/Virtual Town Hall. We heard from congressional leaders, community-based leaders, survivors and diverse health providers – all speaking to the multiple issues that must be addressed in order to improve outcomes and reverse preventable death and morbidity from childbirth related causes.

# 1,800 JOINED

The 2020 rally, despite being virtual, continued to bring organizational sponsors and partners together: 38 organizations supported the event including professional societies, advocacy organizations, and key industry leaders.

A wonderful showing of Congressional members created short personal videos for the Community Town Hall event discussing their role in addressing maternal child health. The list includes: Congressional Representatives: Robin Kelly, Lauren Underwood, Katherine Clark, Joe Kennedy III, Michael Burgess, Lucy McBath, Alma Adams, Jamie Herrera Butler and Senators Elizabeth Warren, Cory Booker, Kristen Gillibrand.

Four key questions guided the speakers over 90 minutes at the Town Hall. Questions included:

- **What are examples of great resources that support growing families?**
- **What are the most pressing policy reforms needed to best support growing families?**
- **What are some examples of great care you have seen or experienced for growing families?**
- **What is a Call to Action to address these issues?**

The Town Hall viewers were welcomed by Congresswoman Robin Kelly and our Sponsors were noted for their monetary, in-kind and passionate support advocating for change.

## ADVOCACY DAY SEPTEMBER 15th, 2020

During the first half of 2020 Executive Director Katie Barrett and the March for Moms Policy Committee continued to build significant relationships on the Hill, becoming a leading partner for the Black Maternal Health Caucus in the drafting of the 2020/21 Omnibus Act.

At our 2020 Advocacy Day, September 15, 2020 we held a 90-minute, Virtual Congressional Briefing in partnership with Community Catalyst, National Birth Equity Collaborative, Families USA and Every Mother Counts. We brought together 1,300 individuals to learn about expanding access to Medicaid. Congresswomen Lauren Underwood and Alma Adams, co-chairs of the Black Maternal Health Caucus, and Congresswoman Jaime Herrera Beutler, co-chair of the Maternity Care Caucus, offered opening remarks.

Invited speakers offered their expertise on how research and evidence-based models of respectful, person-centered maternity care could inform policy changes in Medicaid to address maternal health inequities. The briefing was well attended by nearly 500 'live' viewing participants and followed by thousands of views after the event.

38

SPONSORS

500

PARTICIPANTS

1,300

INDIVIDUALS





# INTERACTIVE STATE MAP RESOURCE CENTER

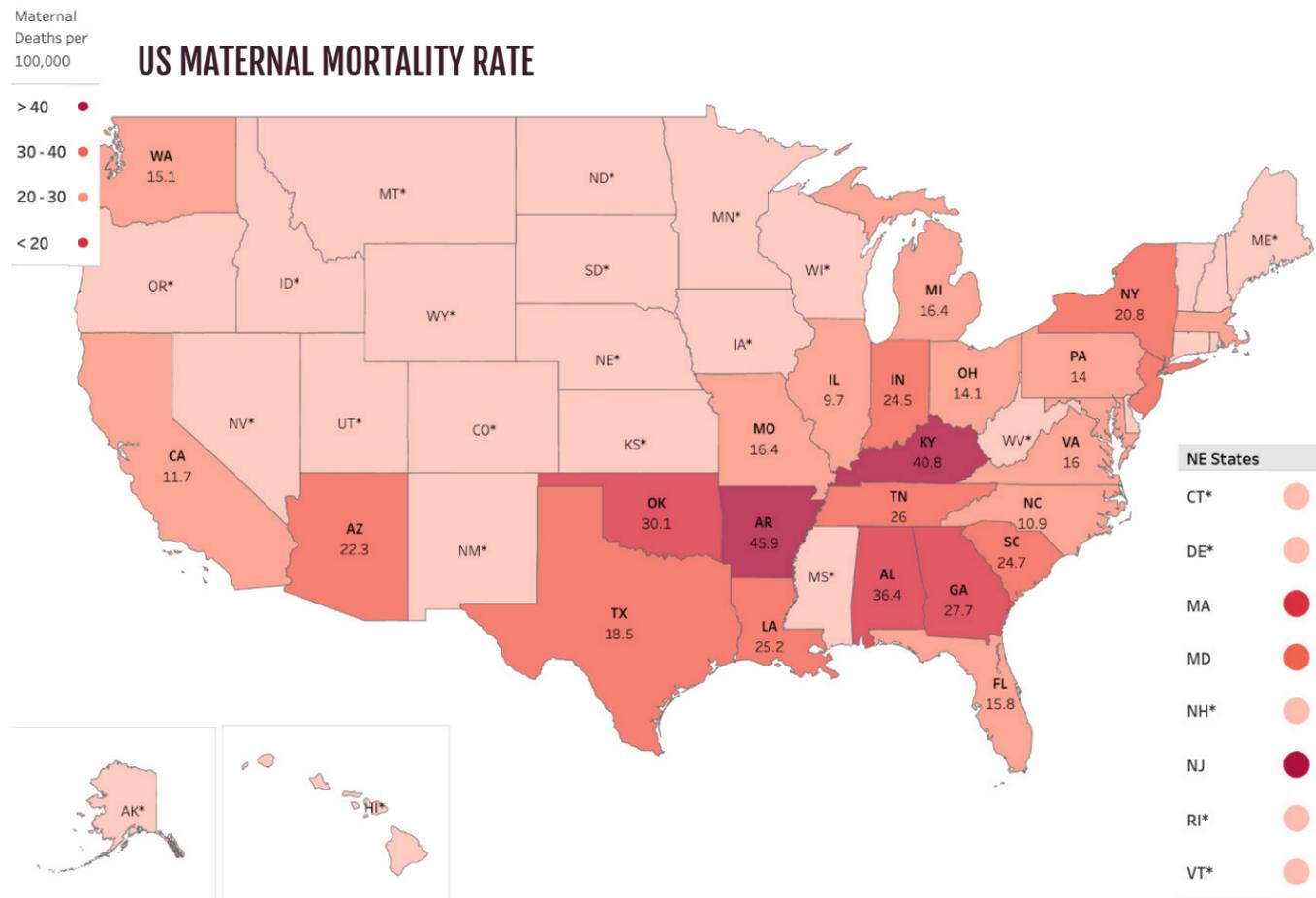
Resources designed for Providers,  
the Public, and Key Advocates

## 730 VISITS

## ONLINE ADVOCACY GUIDE & RESOURCES

In the fall of 2020, led by Yuliya Labko, March for Moms Volunteer Policy Director and with the technical assistance and in-kind staff work of Johnson & Johnson, a new platform was added to the March for Moms website. Their work took over one year to produce.

This online Advocacy Guide provides up-to-date information on maternal morbidity, mortality and legislation trends in the US. It is designed for use by families, near-miss survivors (caregivers) and the public interested in advocating for the well-being of moms and families. The site launched mid-October 2020 and has had over 730 visits.



**Figure 2. March for Moms FY2020 Sponsor Organizations, Grants, Donors and Partners**

- Merck for Mothers
- Sage Therapeutics
- Moms Rising
- National Partnership for Women & Families
- Frontier Nursing University
- Blue Cross Blue Shield Association
- DONA International
- Clarksville Midwifery
- Jewish Healthcare Foundation
- The Rooted Bridge
- United Healthcare
- American College of Obstetricians and Gynecology
- American College of Nurse-Midwives
- Association of Women’s Health, Obstetric and Neonatal Nurses
- Society for Maternal-Fetal Medicine
- American Academy of Family Physicians
- Pinpoint Foundation
- Yellow Chair Foundation
- Women OB
- East Nashville Doulas
- JoeyBand
- MEDNAX Health Solutions Partner
- Providence Health System
- Ariadne Labs
- Maven Clinic
- Rockefeller Philanthropy Advisors
- Horizon Data Science
- Steward Healthcare
- National Perinatal Association
- Lamaze International
- 1,000 Days
- Nurse Practitioners in Women’s Health
- Every Mother Counts
- Cottonwood Kids
- National Accreta Foundation

## DRIVING CHANGE

We continued to focus our advocacy efforts on addressing the systemic drivers of poor outcomes and inequities in maternal health. Our policy agenda has not changed over the years and continues to include 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. Many of the earlier bills addressing maternal health have been rolled into the Momnibus Act of 2020/21, an act in which the March for Moms Board has had multiple points of influence.

With the support of the March for Moms Board of Directors, we joined approximately 18 sign-on letters to advocate for bills that align with our mission and vision. We proudly welcomed Dr. Jamila Taylor, Director of Health Care Reform and Senior Fellow to the March for Moms Board. She is a national advocate for the rights of all mothers and families with particular expertise in reproductive rights and justice, focusing on the structural barriers to access to health care, racial and gender disparities in health outcomes, and the intersections between health care and economic justice.

We directed communications on key issues to aid in advocacy and awareness, facilitated by daily social media posts which helped attract grassroots followers. We also built donor relationships through twice monthly, focused, email messages including:

### Facebook

In 2020, we had 573 new Facebook followers for a total of 7400 at the end of 2020. We posted 394 times on Facebook with an engagement number of 16k. (Note: engagement for Facebook is counted as reactions, shares, and likes.)

### Twitter

In 2020, we had 816 new Twitter followers for a total of 3200 followers at the end of 2020. We posted 514 tweets with an engagement of 6200. (Note: engagement for Twitter is counted as likes, retweets, and replies.)

### Instagram

In 2020, we had 880 new Instagram followers for a total of 3900 followers at the end of 2020. We had 292 posts with an engagement of 16k. (Note: engagement for Instagram is counted as photos, carousel album, and video.)

### LinkTree

1,270 views of our links in LinkTree (this means that 1,270 people actually went to the "link in bio" when we asked them to) 760 clicks on our links.

## NEW FOLLOWERS IN 2020



## FINANCIAL HEALTH

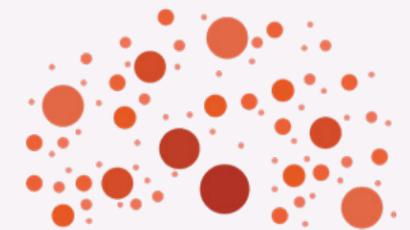
In FY2020 March for Moms remained financially sound during the COVID-19 pandemic.

March for Moms raised nearly \$379,416 from approximately 120 unique organizations and individual donors.

About 31% of March for Moms' overall revenue in 2020 was from the generous operational support of two grants, 50% was from sponsor organizations, and the remainder 19% from individual donors.

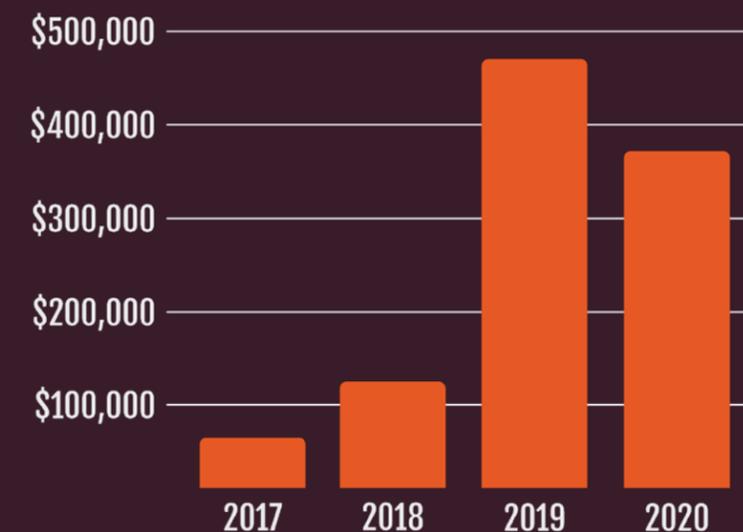
A special thanks to Pinpoint and the Yellow Chair Foundation for their leadership support. A full list of sponsor organizations, foundations, donors and partners who provided either financial or in-kind donations can be found on Page 6 [Figure 2]. We are so thankful for their support.

# \$379,416 RAISED



## 120 UNIQUE DONORS

## TOTAL ANNUAL INCOME



## 2020 REVENUE SOURCES

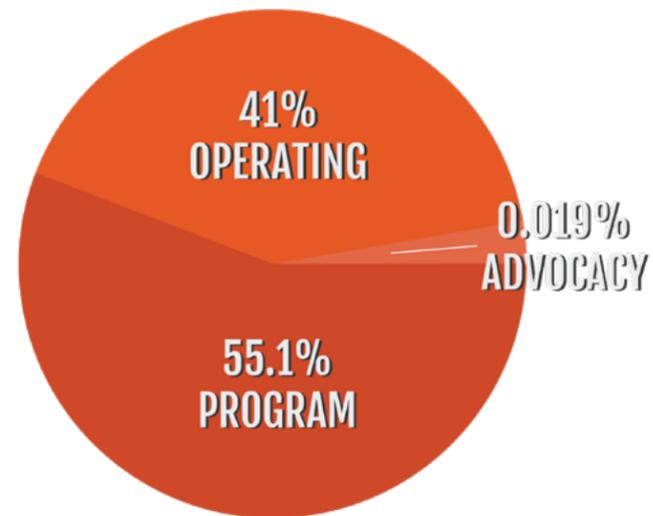


## EXPENSES

March for Moms' total expenses for FY2020 were **\$302,929 [Figure 3]**, covering the costs of programs and operations. Advocacy expenses totaled \$5,500 (less than .02%)

In line with 501c3 IRS regulations, expenses for advocacy came to **\$5,500 of our total operating budget.**

[Figure 3] 2020 TOTAL EXPENSES



**TOGETHER WE CAN IMPROVE THE HEALTH AND WELL-BEING OF ALL MOTHERS THROUGH ADVOCACY AND AWARENESS.**

**We March, We Advocate, We Drive Change**

## FUTURE PLANNING

Given the unprecedented impact of COVID-19 on our health care system in the last year, there is still so much to do to address maternal health and wellness in the United States. We're committed to continuing to build relationships and be a leading voice in advocacy by calling on employers, health systems, providers, and policy makers 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. To do this, lifting the community and individual voices is paramount.

In September of 2020 Slalom, LLC, Boston, MA partnered with March for Moms to help the board of directors reimagine and align their strategic vision. In the weeks leading up to the eight-hour workshop, the Slalom team conducted a pre-read and distributed a survey so that they could best facilitate the two thoughtful discussions with the board of directors and identify how March for Moms will shape the future of Maternal Health without a physical march due to Covid-19 restrictions. The team provided a detailed workshop readout deck and enabled the group to rethink their strategic vision so that March for Mom's can continue to make the most impact in an unpredictable world. March for Moms is featured as one of Slalom's Pro Bono clients in 2020. We are grateful for their role in designing a re-imagined pathway forward.



## 2020 LEADERSHIP

### Board of Directors

#### **Ginger Breedlove, PhD, CNM, FACNM, FAAN**

President, March for Moms  
Grow Midwives, LLC  
Shawnee, KS

#### **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

#### **Eugene Declercq, PhD**

Board Member  
Professor  
Boston University, School of Public Health  
Boston, MA

#### **Karen Feinstein, PhD**

Board Member  
President and CEO  
Jewish Healthcare Foundation

#### **Charles Johnson**

Board Member  
Founder, 4Kira4Moms  
Atlanta, GA

#### **Ebony Marcelle, MSN, CNM**

Founding 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

#### **Neel Shah, MD, MPP, FACOG**

Vice-President, March for Moms  
Director, Delivery Decisions Initiative Lab  
Assistant Professor, Obstetrics, Gynecology, and  
Reproductive Biology Beth Israel Deaconess Medical  
Center | Harvard T.H. Chan School of Public Health  
Boston, MA

#### **Jamila Taylor, PhD**

Board Member  
Director of Health Care Reform and Senior Fellow,  
The Century Foundation,  
Washington, DC

#### **Athelia Tilson**

Treasurer, March for Moms  
Boston, MA

# 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.

