



2022 IMPACT REPORT





LETTER FROM OUR EXECUTIVE DIRECTOR



Dear Friends,

As I reflect on the work of March for Moms in 2022, one word comes to mind: resilience. Our entire plan was centered on enhancing the sustainability and resilience of organizations that are providing critical services to moms, birthing people, and families in their communities. Communities that are most impacted by maternal morbidity and mortality as seen in the tragic data that is released each year. Community-based organizations that are saving the lives of their own often with limited resources.

March for Moms set out to advocate for policies and legislation that would put resources and support in the hands of tireless community birth workers, diversify the perinatal workforce so that pregnant people and families can access care from healthcare providers that look like them and receive culturally congruent care, and that pregnant people can have access to support services like maternal mental health, stillbirth prevention services, housing, nutrition, and other services to ensure they will thrive before and after giving birth.

We rallied in Washington, DC with our fellow advocates, thought leaders, and families to storytell and make calls to action for solutions. We provided space for community-based organizations to share innovative programs that are

serving birthing people and families, and for advocates to learn strategies that can assist them in advocating for federal and state policy changes. We also provided technical assistance and support to our first cohort through the inaugural MPact for Families program in partnership with Maven Clinic.

The work that we do each and every day is to change the maternal and infant morbidity and mortality statistics in our country. We will continue to use our voice to advocate for policies that will improve maternal healthcare and also continue to amplify and center the work of community-based maternal health organizations. We are taking it a step further in 2023 by being present at more community events around the country to meet and learn more from families and community-based organizations. We are here and we won't stop until every family can grow with dignity.

In solidarity,

LANECEYA RUSS, MS

Executive Director
March for Moms

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

2022 PARENTS ON THE PIER: ADVANCING JUSTICE FOR ALL

March for Moms hosted our 6th annual gathering on June 5, 2022, designed to engage and reach advocates, birthing people and their families across the United States, who convened with us in person in Washington, D.C.

At this year's event, Parents on the Pier: Advancing Justice for All, we focused on the elements of our healthcare and maternal care systems, public policies, and reproductive rights that we must uplift in order to truly advance justice for all American families.

During the June 5th event, we hosted birthing people and their families, advocates, professionals, providers, policymakers, and the media. Taking place at the District Pier at the Wharf in Washington, D.C., registered attendees as well as visitors to The Wharf came together for an inspiring, fun, and informative afternoon that motivated attendees to uplift the needs of American families to our elected leaders and our communities.

Our goals for the event were: to highlight solutions that will end maternal mortality, improve access to high quality and equitable care, and broaden support for the challenges of early parenting. We had thought leaders and families with lived experiences speak on the following challenges: maternal mental health, economic justice for families, reproductive justice, stillbirth prevention, community-led solutions for maternal health, and more.

SPEAKERS:

Hajure Rushdan

Mom & Maternal Health Advocate

Rose Horton

Founder, Not On My Watch

Trudi Russell

HELLP Syndrom Survivor & Advocate

Lily Bolourian

Executive Director,
Pro-Choice Maryland

Adrienne Griffin

Executive Director, Maternal Mental
Health Leadership Alliance

Chanel Porchia-Albert

Founder, Ancient Song Doula Services

Dr. Shawna Moore

Board President, National Assoc. of
Nurse Practitioners in Women's Health

Samantha Durante Banerjee

Executive Director, PUSH for
Empowered Pregnancy

Bruce McIntyre

Founder, Save A Rose Foundation
& surviving partner of the late
Amber Rose Isaac

Layo George

Founder, maternal health app Wolomi

Ebony Marcelle

Director, Midwifery at
Community of Hope



STATS:

15

SPONSORS

12

SPEAKERS

03

ENTERTAINERS

340

**LIVE
ATTENDEES**

335

**POST-
EVENT
VIEWERS**

MPACT FOR FAMILIES PROGRAM

Seeing a need that maternal health community-based organizations were experiencing with capacity and sustainability, March For Moms partnered with Maven, the largest virtual clinic for women's and family health, to launch MPact for Families.


MPact for Families provides financial support, technical assistance, and skill support to community-based organizations that are filling gaps in the traditional health care system, and building the trust within their communities that is core to delivering better health outcomes. Through MPact for Families, Maven Clinic and March for Moms supported two organizations in a 12-month program:

- **BLACK MAMAS ATX:** Black Mamas ATX's mission is to ensure that Black women survive and thrive before, during and after childbirth. Through culturally congruent programs including free doula support and monthly Sister Circle support groups, Black Mamas ATX is leading the charge in Central Texas to help Black mothers get the resources needed to have healthy pregnancies and birthing experiences.
- **CHOCOLATE MILK MOMMIES:** Based in Birmingham, Alabama, Chocolate Milk Mommies seeks to decrease racial disparities in black maternal and child health by implementing initiatives that support breastfeeding and increase access to maternal and child health care resources. These programs include free support from a licensed lactation counselor, breast pump rental programs, and virtual mommy meetups.

“As Maven seeks to transform the way women and families are cared for across the country, we are thrilled to partner with March for Moms to support organizations like Black Mamas ATX and Chocolate Milk Mommies that are providing exceptional levels of support to their communities and whose programs can serve as models nationwide.”

Kate Ryder

FOUNDER AND CEO OF MAVEN

A close-up photograph of a woman with dark skin and curly hair, wearing a black t-shirt and a pearl earring, hugging a young girl with dark skin and curly hair. They are standing in front of a rough, textured stone wall. The woman's face is partially visible in profile, and the girl is smiling with her eyes closed.

“In partnership with Maven, the goal of MPact for Families is to invest time, talent and treasures in the community-based organizations that are helping families thrive, and demonstrating tremendous resilience to serve their communities despite financial constraints and limited staff capacity.”

Laneceya Russ

EXECUTIVE DIRECTOR FOR MARCH FOR MOMS

2022 ADVOCACY WORK

During 2022, March for Moms continued to focus on national and state level initiatives to improve maternal health.

On June 6th, 2022 we hosted a panel titled Successful Strategies in Maternal Health Advocacy in Washington, D.C. sponsored by Crowell & Moring LLP. The goal was to highlight the best strategies to move legislation forward, cultivate relationships, and build on successes of past legislation. The panel was moderated by Lori Fresina who is the Vice President and Executive Director of Voices for Healthy Kids at American Heart Association. We were honored to hear from Catherine Oakar who serves as the Special Assistant to the President for Public Health and Disparities at the White House. Ms. Oakar discussed the administration's plan to improve maternal health via Birthing Friendly hospital designations under the Centers of Medicaid and Medicare Services. She commended the work of advocates and organizations on our panel.

The panelists included Evan Hoffman, the Director of State and Local Government relations at Philips who shared state level efforts for a pilot program under Medicaid for remote patient monitoring during pregnancy. These efforts would increase access to care and provide the most vulnerable populations with safe care that can be accessed at a distance. We heard from a long time advocate Brian Gravelle who shared the trials and rewards of advocating on the local level. Brian's wife, Lian, sadly passed away during the postpartum period due to hypertension complications and Brian has been tirelessly working on passing Lian's Law in New York State. Lian's law was signed into legislation by Gov. Cuomo and aims to increase awareness about pre-eclampsia. Our own board member, Dr. Eugene DeClercq spoke on the available data for maternal morbidity and mortality, and how it can be utilized to frame legislative discussions.

The COVID-19 pandemic affected advocacy efforts of both organizations and individuals. MomsRising Senior Campaign Director Tina Sherman joined the panel to speak about how the organization moved forward with modified advocacy plans despite the pandemic to ensure the voices of moms and families were included in discussions. We also heard about the importance of language and crafting messaging based on the legislative climate from Breana Lipscomb who serves as the Senior Advisor for maternal health and rights at the Center for Reproductive Rights. The panel was completed with Lee Taylor-Penn who is the past Policy Director at Maternal Mental Health Leadership Alliance. We welcomed over 30 attendees in person as well as 94 live-stream participants.

In October 2022, our executive director Laneceya Russ spoke at the first annual PUSH for Empowered Pregnancy event on the National Mall. This new and powerful organization focuses its efforts to bring attention to the number of stillbirths in the U.S., work to allocate funding to research, and raise awareness among parents that stillbirth

is preventable. We continued to work with PUSH and participated in the virtual event to advance provider involvement in maternal mental health.

In 2022, March for Moms supported 7 appropriation requests including funding for maternal mental health, social determinants of health, and efforts to combat gun violence. March for Moms signed onto 17 national initiatives with our partner organizations and supported two state level legislative efforts, including remote patient monitoring efforts in Kentucky and Georgia. We proudly supported 7 pieces of legislation including the PUMP for Nursing Mother's Act and the Pregnant Workers Fairness Act which were passed by Congress in December and signed into law by President Biden.



With your help, maternal health protections have

PASSED!

- ✓ Pregnant Workers Fairness Act
- ✓ PUMP Act



MARCH for MOMS

IT'S TIME TO DEMAND CHANGE
23,000 children's lives are stolen by stillbirth every year - more than any other cause of US child death.
ENOUGH IS ENOUGH.



THE BIG PUSH

to end preventable stillbirth

October 15th 2022
DC & Nationwide
Join Virtually! #bigpush2022

Who are you pushing for?



#UnitedWePush **RSVP: thebigpushmarch.org**

COALITIONS & ASSOCIATION MEMBERSHIPS IN FY2022:

- East Baton Rouge Parish Maternal and Infant Health Coalition
- Georgetown Waiver Task Force
- Global Liver Institute
- Louisiana Alliance for Nonprofit Organizations
- March of Dimes Equitable Maternal Health Coalition
- Maternal Applications Of Technology For Community Health (MATCH) Coalition
- Pregnant Workers Fairness Act Coalition
- PUSH for Empowered Pregnancy
The Big Push Coalition
- US Breastfeeding Committee

ENHANCING COMMUNITY RESILIENCE WORKSHOP

March for Moms hosted our 2nd annual Enhancing Community Resilience to Improve Maternal Health workshop both in-person and virtually on Friday, November 18, 2022 in Boston, MA.

This year, we focused on elevating community-led solutions for postpartum support featuring innovative programs from community-based maternal health organizations around the country.

Speakers included keynote speaker Massachusetts State Representative Marjorie Decker; Dr. Dawn Godbolt, Director of Health Equity of Maven Clinic; Kay Matthews, Founder of Shades of Blue Project; Patanjali de la Rocha, Program Director of Hummingbird Indigenous Family Services; Rauslyn Adams, board member of Chocolate Milk Mommies; Kelenne Blake-Fallon, Executive Director of Black Mamas ATX; and Dr. Renee Boynton-Jarrett, Executive Director of Vital Village and her team, Dominique Bellegarde, She-Tara Smith, and Jenny Weaver.

STATS:

10

SPEAKERS

40

IN-PERSON
ATTENDEES

35

VIRTUAL
ATTENDEES

55


POST-
EVENT
VIEWERS

SOCIAL MEDIA: 2022 AT A GLANCE

PLATFORM	FEED POSTS	FOLLOWERS	REACH	IMPRESSIONS
FACEBOOK:	621	9.1k	489k	941k
INSTAGRAM:	202	5.2k	23k	196k
TWITTER:	585	3.9k	**	149k
LINKEDIN:	551	723	18k	32k
TOTAL:	1,959	18,923	530k+	1.3 million

DATE RANGE: NOVEMBER 2021 – NOVEMBER 2022





ONLINE + IN-PERSON

MARCH FOR MOMS

ENHANCING
Community Resilience

TO IMPROVE MATERNAL
HEALTH WORKSHOP:

*Elevating Community-Led Solutions
for Postpartum Support*

FRIDAY, NOV. 18, 2022
10 AM-4 PM EST

BOSTON PUBLIC LIBRARY
700 Boylston St., Boston, MA 02116

**THIS EVENT WILL BE
LIVESTREAMED.**

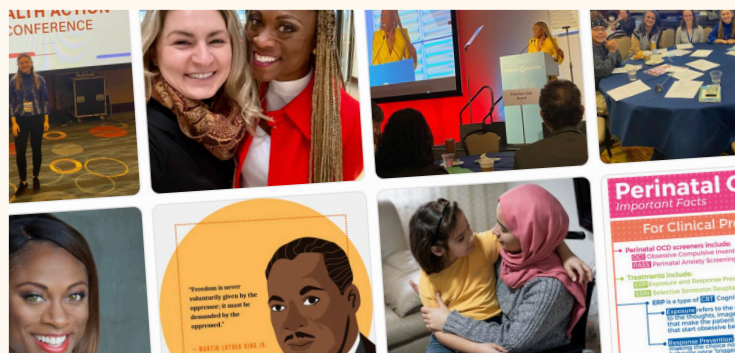
PLEASE VISIT
marchformoms.org



**MPACT FOR
FAMILIES**

Introducing the MPact for Families Program





SUPPORT MARCH FOR MOMS

**ON NATIONAL
NON-PROFIT DAY**

AUGUST 17, 2022

MARCHFORMOMS.ORG

WELCOMING NEW MARCH FOR MOMS TEAM MEMBERS

In 2022, March For Moms welcomed three new members to the team to increase our capacity and diversify the regions and expertise of our board and national team.

- **ANGELINA SPICER** began her tenure as a board member in 2022. Angelina Spicer is a comedian, producer, mother, and accidental activist. Spicer became an outspoken advocate for maternal mental health after her diagnosis of postpartum depression. Spicer led the advocacy efforts that led to the passage of three new laws supporting families during the postpartum period. She now leads a nationwide initiative for similar legislation on Capitol Hill.
- **MYA PREAN** came on as the Community Outreach Coordinator in September of 2022. Mya Prean is a Serve Louisiana member serving with March For Moms throughout the 2022-2023 Americorp service term. Mya is very passionate about advocating for human rights and acting as a conduit for change.
- **ADRIAN JONES** interned with March For Moms beginning in the Fall of 2022. Adrian Jones is the Program Manager for Community Health Improvement in UW Health's Office of Population Health. Adrian was completing her Master's in Public Health with Tulane University. Adrian's internship work focused on maternal health and natural disaster preparedness and response.



EXPENSES

March for Moms raised nearly \$216,753 from approximately 50 unique organizations and individual donors.

About **65%** of March for Moms' overall revenue in 2022 was from the generous operational support of three grants, **18%** was from sponsor organizations, and the remainder **17%** from individual donors.

A special thanks to Pinpoint Foundation, Yellow Chair Foundation, and Maven Clinic 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 __. We are so thankful for their support.

EXPENSES

March for Moms' total expenses for FY2022 were **\$293,153** covering the costs of programs and operations.

Advocacy expenses totaled \$0 in FY 2022 in line with 501(c)3 IRS regulations thanks to generous in-kind support.

PROGRAM:

64%

PROGRAMS

OPERATIONS:

36%

OPERATIONS

MARCH FOR MOMS FY2022 SPONSORS, ORGANIZATIONS, GRANTS, DONORS AND PARTNERS:



American Academy of Family Physicians

American College of Nurse-Midwives

Association of Women's Health,

Obstetric and Neonatal Nurses

Creating Healthier Communities

Crowell & Moring LLP

DONA International

Every Mother Counts

Hologic

Hoppe Images

Jewish Healthcare Foundation

Johnson & Johnson

Maven Clinic

Moms Rising

Need By Need

Nurse Practitioners in Women's Health

Organon

Pinpoint Foundation

Slalom Boston

Yellow Chair Foundation



FUTURE PLANS

In 2023, March For Moms will be increasing our efforts on providing resources to maternal health community-based organizations and advocating for both state and federal policy change. We will offer more of the following programs and opportunities:

- **Learning and continuing education opportunities** on maternal health topics and challenges.
- **Supporting legislation and policies** critical to improve maternal health outcomes.
- **Capacity-building workshops for maternal health community-based organizations** that provide life-saving care for moms, birthing people, and their families.
- **Networking** for national and grassroots organizations.
- **Connecting and fostering relationships** between community-based organizations and industry leaders and/or businesses through the MPact for Families initiative in partnership with Maven Clinic and other partners.

All of our programming for families, advocates, community birth workers, healthcare providers, and policy makers will continue to be offered at no-cost.

In November of 2022, in partnership with Slalom, LLC, Boston, MA, March for Moms held a day-long in-person retreat to facilitate thoughtful discussions with the board of directors and March for Moms team to identify the next phase of the organization.

March for Moms is featured as one of Slalom's Pro Bono clients in 2022. We are grateful for their continued support in moving March for Moms forward to advance our mission.



MARCH FOR MOMS LEADERSHIP

Laneceya Russ
EXECUTIVE DIRECTOR
BATON ROUGE, LA

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Chanel Porchia-Albert

Board Member
Founder Ancient Song Doula Services
New York City, NY

Angelina Spicer

Board Member
Comedian, Producer, Mother, and
Accidental Activist

Mary D'Alton

Board Member
Chair, Dept of OB/GYN and
Willard C. Rappleye
Professor of OB/GYN, Columbia
University, Irving
Medical Center
New York City, NY

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.