

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**MARCH OF DIMES & FUTURE  
BUSINESS LEADERS OF AMERICA  
PARTNERSHIP OVERVIEW**

# WELCOME FROM OUR NATIONAL REPRESENTATIVES



**Aarav Dagar**  
FBLA High School  
National President



**Madison Kraemer**  
FBLA Collegiate  
National President



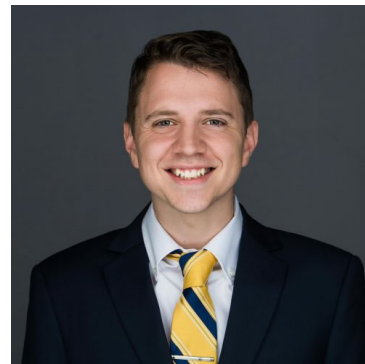
**Deborah Jacklin**  
Southern Region  
Vice President



**Steven Segawa**  
Western Region  
Vice President



**Lyria Zhu**  
Parliamentarian



**Toby Neal**  
Parliamentarian



**Isabelle Seng**  
Parliamentarian's Council  
March of Dimes Director

**OUR MISSION**

**MARCH OF DIMES  
LEADS THE FIGHT  
FOR THE HEALTH  
OF ALL MOMS AND  
BABIES.**

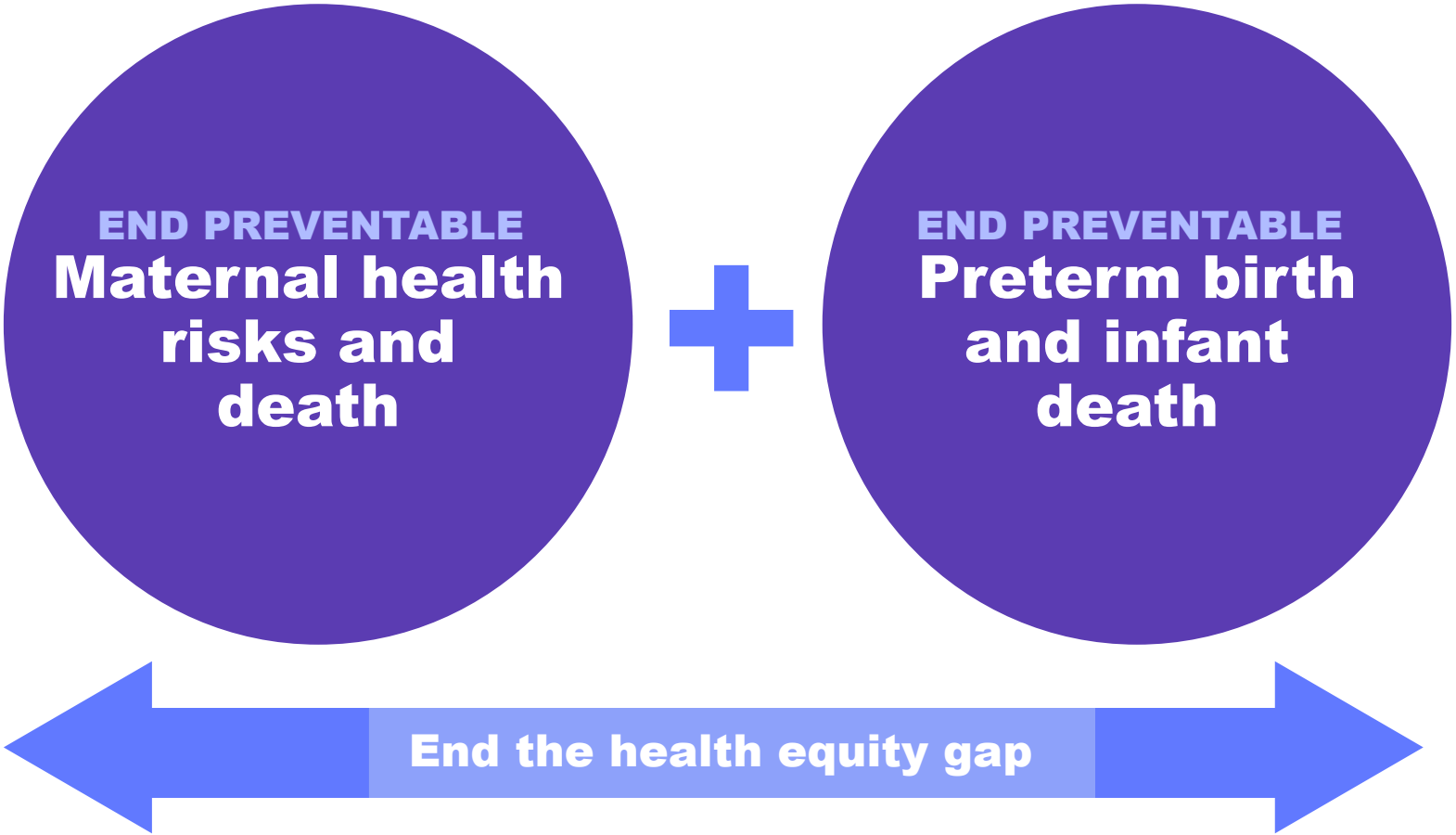


## OUR VISION

**WE IMAGINE A  
WORLD WHERE  
EVERY MOM AND  
BABY IS HEALTHY  
REGARDLESS OF  
WEALTH, RACE,  
GENDER OR  
GEOGRAPHY.**

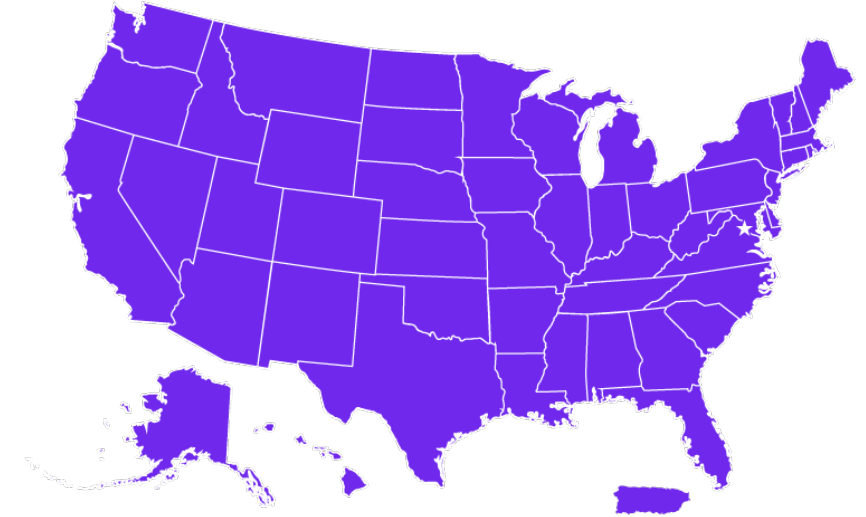


# OUR GOALS



**FOR HEALTHY MOMS, STRONG BABIES.**

# THE U.S. REMAINS AMONG THE MOST DANGEROUS DEVELOPED NATIONS FOR CHILDBIRTH



## 2 WOMEN

will die from pregnancy-related causes today. And every day.

## 2 BABIES

die every hour in the U.S.

Pregnancy-related deaths have **MORE THAN DOUBLED** over the past 30 years.

## More Than 2.2 MILLION WOMEN

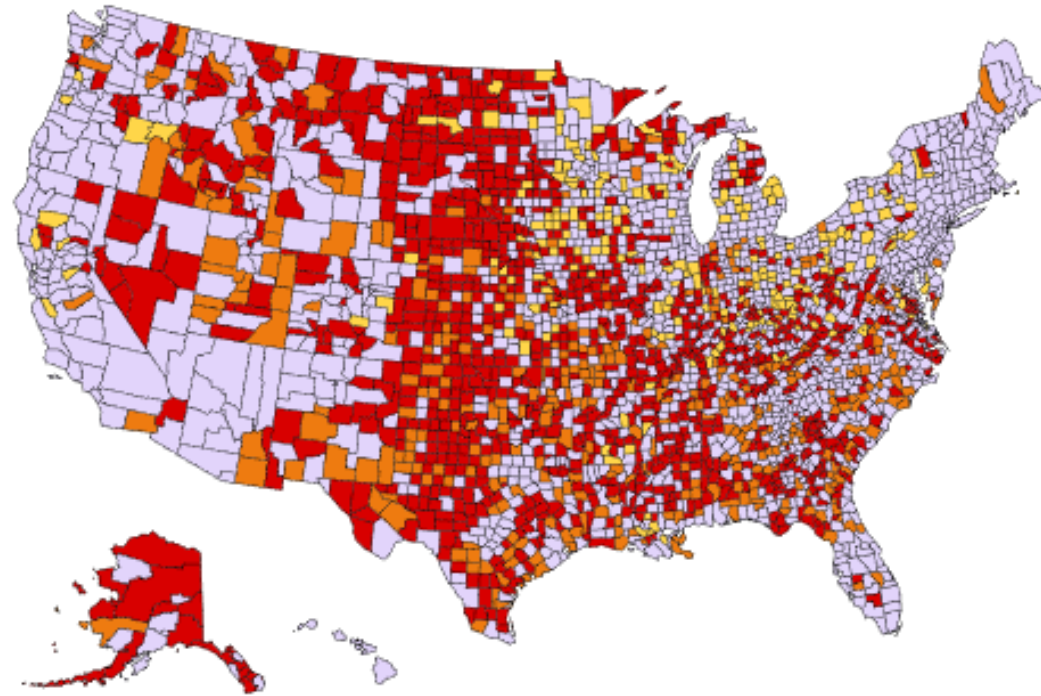
live in maternity care deserts that have no hospital offering obstetric care, no birth center and no obstetric provider.

## 7 MILLION WOMEN

of childbearing age live in counties without access or with limited access to maternity care.

# ACCESS TO MATERNITY CARE

Maternity care deserts, 2020



- **The number of maternity care deserts has increased 2% across the U.S.** (from 1,095 in 2020 to 1,119 in 2022).
- The 2022 Nowhere to Go: Maternity Care Deserts Across the U.S. will be released to the public on October 11, 2022.



# A HIDDEN ISSUE

**1** in **500**

youth under 20 in the U.S. have Type 1 diabetes.

**1** in **285**

children in the U.S. will be diagnosed with cancer before their 20th birthday.

**1** in **59**

children is diagnosed with an autism spectrum disorder (ASD) according to the CDC in 2018.

**1** in **10**

**babies is born too soon in the U.S.**

Newborn deaths account for **40%** of all deaths among children under 5.







**PREMATURITY  
AWARENESS MONTH  
NOVEMBER**

# HOST AN AWARENESS EVENT DURING PREMATURITY AWARENESS MONTH



This November, you can play a critical role in closing the gap for the 1 in 10 babies born prematurely in this country each year by taking the lead to raise awareness and funds needed to support ALL moms and babies.



Choose how you'd like to get involved!

- Wear purple and post!
- Host a virtual webinar.
- Host an event or informational table.
- Come up with your own idea!

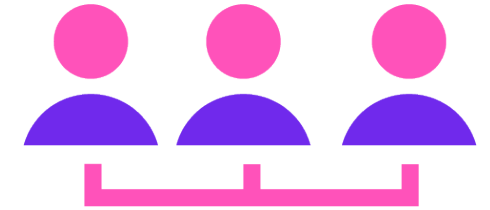


Sign up to let us know you are activating with us this month!

Once you sign up, you'll receive a toolkit that includes lots of resources to activate, share, participate and engage your members.



Share your National Service Partner Activation Flyer – it shares information about the month, why it's important and gets members connected to your unique Advocacy Action Network link.



Engage with March of Dimes throughout the month. Check out the key dates and stay involved!

# HEALTH EQUITY WEEK

March of Dimes Health Equity Week will take place in November, Prematurity Awareness Month, an important month of action and fundraising.

We raise awareness of the infant health crisis of preterm birth and affected families, as well as highlight the work we have underway to improve it. On November 17, World Prematurity Day, we align with partners and alliances around the world to shine a light on the global prematurity health crisis. This week has multiple opportunities for volunteers to engage and elevate the mission of March of Dimes in their community.

## HEALTH EQUITY WEEK

**Nov 15**  
Release of  
March of  
Dimes Report  
Card

**Nov 17**  
WPD and  
HMSB  
webinar  
(facebook)

**Nov 19**  
National  
Family  
Volunteer  
Day

**NATIONAL FAMILY  
VOLUNTEER DAY**

**NOVEMBER 19**

[marchofdimes.org/familyvolunteerday](https://marchofdimes.org/familyvolunteerday)

# ANALYZING DATA TO INFORM POLICY AND PROGRAMS



## MARCH OF DIMES REPORT CARD

Issued annually, updated to provide a comprehensive view beyond grading states based on preterm birth rates to include infant death, inadequate prenatal care and disparity ratios information and important policy solutions.

## DATA REPORTS ON

State, county and race/ethnicity to highlight areas and populations with elevated risk of preterm birth.

### 2020 MARCH OF DIMES REPORT CARD

preterm birth grade to March of Dimes' goal of 8.1 percent by 2020.  
Rates of maternal death and morbidity continue to be unacceptably high in the U.S. Maternal morbidity, social determinants of health, availability of state level health insurance policy and the availability of surveillance and research data affect the health and survival of both mom and baby. While we currently do not have enough to grade states or report on all maternal health indicators, we have highlighted measures with the best available data.

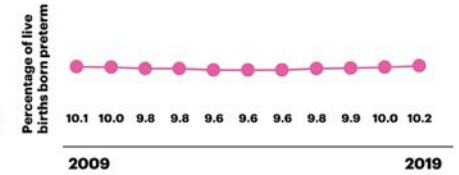
## UNITED STATES

PRETERM BIRTH GRADE

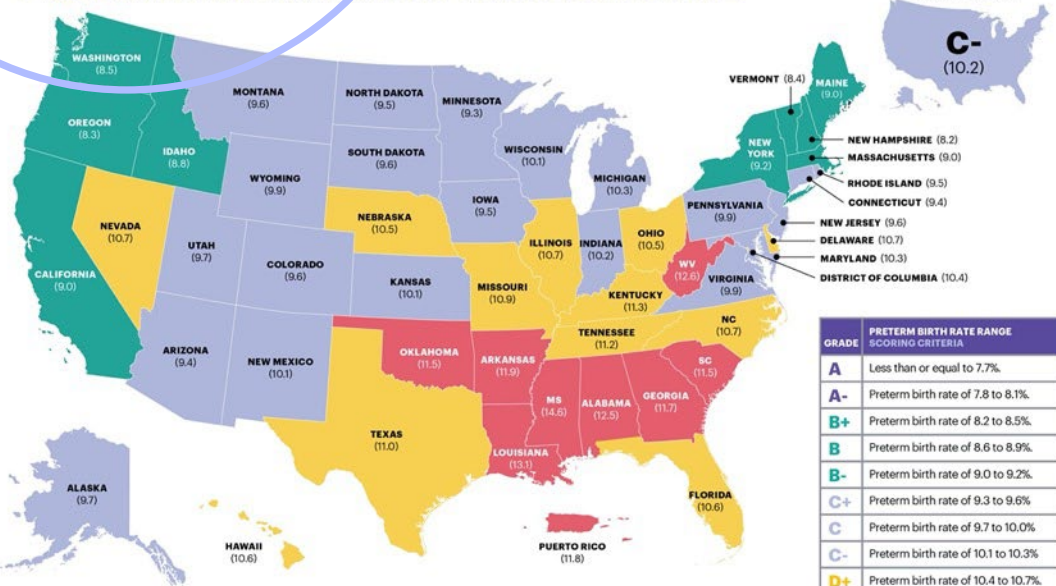
C-

PRETERM BIRTH RATE

10.2%



## PRETERM BIRTH RATES AND GRADES BY STATE



GRADE	PRETERM BIRTH RATE RANGE SCORING CRITERIA
A	Less than or equal to 7.7%
A-	Preterm birth rate of 7.8 to 8.1%
B+	Preterm birth rate of 8.2 to 8.5%
B	Preterm birth rate of 8.6 to 8.9%
B-	Preterm birth rate of 9.0 to 9.2%
C+	Preterm birth rate of 9.3 to 9.6%
C	Preterm birth rate of 9.7 to 10.0%
C-	Preterm birth rate of 10.1 to 10.3%
D+	Preterm birth rate of 10.4 to 10.7%
D	Preterm birth rate of 10.8 to 11.1%
D-	Preterm birth rate of 11.2 to 11.4%
F	Preterm birth rate greater than or equal to 11.5%

Puerto Rico is not included in the United States total.  
Preterm is less than 37 completed weeks of gestation, based on obstetric estimate of gestational age.  
Source: Preterm birth rates are from the National Center for Health Statistics, 2019 final natality data.  
Grades assigned by March of Dimes Perinatal Data Center.

# TOGETHER WE MADE AN IMPACT

Families needed a champion to help get the best possible start. Thanks to your support, March of Dimes was there for them in so many ways.

## INFORMATION, RESOURCES AND COMMUNITY

### PROVIDED

**2.4K** MEDICAL VISITS

including quality prenatal and postpartum care

via **Mom & Baby Mobile Health Centers®** in

**5** COMMUNITIES



### SUPPORTED

**50K+** FAMILIES THROUGH OUR NICU INITIATIVES,

including the **NICU Family Support®** program and the **My NICU Baby®** and **Mi Bebé en la NICU** apps, which were downloaded more than 14K times.



### OFFERED TRAINING TO

**35K** HEALTH CARE PROFESSIONALS

to educate them on mitigating bias, stigma and systemic racism in care settings and on best practices to improve maternal and infant outcomes.

### EDUCATED

**12M** PEOPLE WHO VIEWED OUR

**EDUCATION WEBPAGES**

to find the latest health information.



### GENERATED

**562M+** MEDIA IMPRESSIONS THROUGH

**IT STARTS WITH MOM**

that raised more than **\$3 million** through corporate partner activations and contributions.

### REACHED

**156K** PEOPLE THROUGH

**10 HEALTHY MOMS STRONG BABIES WEBINARS**

to help families hear from experts to best prepare and care for their baby.



### OFFERED

high quality prenatal care to parents-to-be at

**50** SUPPORTIVE PREGNANCY CARE®

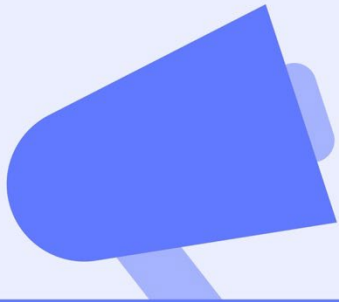
sites around the country, with **13 brand new sites.**

## ADVOCATES WHO RAISED THEIR VOICES

### HELPED PASS

**34** NEW PIECES OF STATE LEGISLATION

to support **thousands of underserved women**, including passage of the federal law, the American Rescue Plan Act of 2021.



### INSPIRED

**11K** NEW ADVOCATES

to join our advocacy network with **more than**

**47K** ACTIONS TAKEN

### PARTNERED

with national and local organizations using Collective Impact, supporting

**19** SITES FOR DOULA CARE

and local training with **15 digital events** and **14 webinars**.

## VOLUNTEERS WHO TOOK ACTION

### RAISED

**\$23M**

FOR MARCH FOR BABIES: A MOTHER OF A MOVEMENT™

with **41K participants** to fight for health equity and ensure that every family is healthy.



## RESEARCH FUNDED TO SAVE LIVES

WE INVESTED **\$6.5M** IN

**26** ACTIVE GRANTS

to speed our research to end prematurity; and **published 74 publications** about the multi-faceted mom and baby health crisis.

### WE INFORMED

with our **scientific reports**, such as the state of preterm birth and maternity care deserts, which garnered

**208K** WEBPAGE VIEWS

## CONTINUED RESPONSE TO THE COVID-19 PANDEMIC

With critical information and medical supplies for families, including:

**9,190+**

NICU bags with essential supplies

**6,249+**

meals for frontline workers and NICU families

**4,500+**

COVID-19 vaccines

LEARN MORE AT [MARCHOFDIMES.ORG](https://MARCHOFDIMES.ORG)

CONNECT WITH US @[@MARCHOFDIMES](https://MARCHOFDIMES)

## 2022–2023 March of Dimes Grant Application Form

Local chapters may apply for grants up to \$1,500.  
State chapters may apply for up to \$3,000.

All grant funds must be used for activities and projects to increase awareness and donations for the March of Dimes. A fundraising component is required. Other chapter service projects are not eligible for funding.

**Application Deadline: October 31 @ 5:00 p.m. Eastern Time**

**Funds Received: November 15, 2022**

**Fund to be used by: May 15, 2023**

**Fund Reporting due by: June 15, 2023**

Grant recipients will be recognized at the National Leadership Conference.

Grant recipients will be required to attend a webinar to learn more about the March of Dimes, successful activities/projects, and the donation form. Grant recipients will also be required to report on the outcomes of their activity/project. Grant Webinar to be held Monday December 5, 2022 at 7:30PM. Details will be sent with the application approval.

# GRANTS

- Grant Applications are due October 31, 2022. Apply here - <https://fblapbl.wufoo.com/forms/wzwy9bb0f2x2k3/>
- Grant funds will be issued by December 2022.
- Reporting should be done by using the Grant Funding Reporting form no later than August 1, 2023. - <https://fblapbl.wufoo.com/forms/2022-23-march-of-dimes-grant-funds-reporting-form>

# WAYS TO GET INVOLVED

**FUNDRAISE**

**VOLUNTEER**

**ADVOCATE**





**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**PRIZES &  
GIVEAWAYS!**



**HEALTHY  
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**FUNDRAISING**



# Do-It-Yourself Fundraising

- DIY puts the **power in the hands of the supporter** allowing them to create their own fundraiser at any time they want
- **START** by creating a fundraiser at [marchofdimes.org/DIY](http://marchofdimes.org/DIY)
- Activity options to help you get started
  - Pledge Your Day, Get Active, Honor a Loved One, Create Your Own, Create & Join a Challenge etc.

BENEFITING

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**HEALTHY  
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**MARCH  
FOR BABIES®**

# A MOTHER OF A MOVEMENT

**TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES**



# TOGETHER WE CAN MAKE A DIFFERENCE

Our country is facing an urgent health crisis. The U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color. Families in every community need champions like you now more than ever. Your members and March of Dimes can fight to improve maternal and infant health, and ensure that every mom and baby gets the care they need.

**March for Babies is so much more than a fundraising walk.**  
It's also a time to:



Honor motherhood, babies and families



Come together with thousands of others to create change and share experiences



Raise critical funds to support families throughout their pregnancy journey



Give hope by helping every mom and baby get the best possible start today and every day



# TAKE 4 SIMPLE STEPS:

# 1

## TAKE A STAND

Decide to be a March for Babies team captain and sign up at [www.marchforbabies.org/fbla-pbl](http://www.marchforbabies.org/fbla-pbl) **TODAY** if you haven't already.

# 2

## SPREAD THE WORD

Recruit at least 10 team members. Invite family, friends, co-workers and neighbors to join your team. Share your reason for walking.

# 3

## FUNDRAISE

Make a personal donation to start your fundraising then ask others for donations and support. At march for babies dot org you'll find email templates, Facebook fundraising links and other tools to help you fundraise. Download the March for Babies App to make it even easier.

# 4

## MARCH WITH US!

Join us to walk and help in making the health of moms and babies a priority.



# PEP UP RALLY

- March for Babies/FBLA will host our annual Pep Up Rally in early 2023.
- FBLA leaders will learn about the newest updates for March for Babies, including goals, fundraising ideas, prize incentives & more!





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**VOLUNTEER**



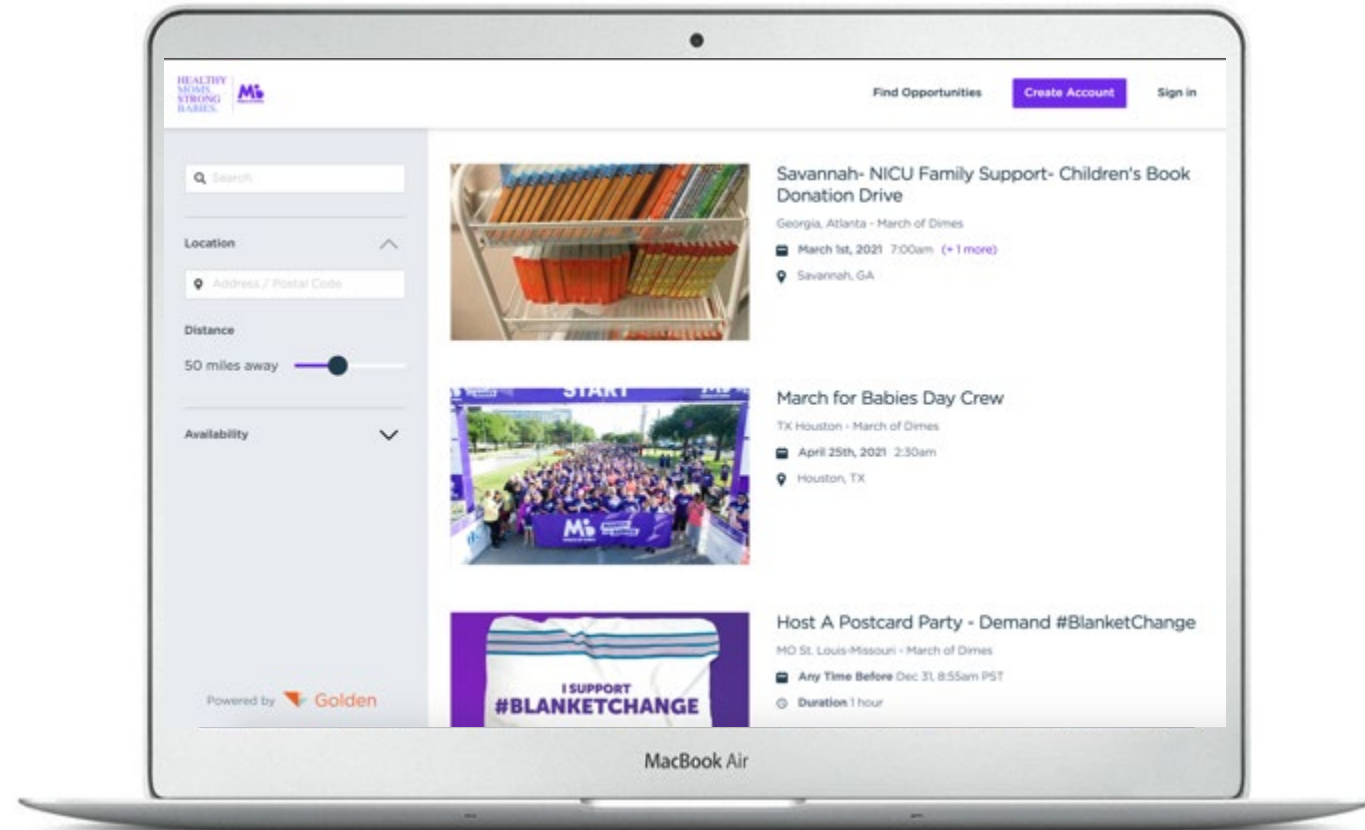
# VOLUNTEER

Volunteers drive our work to empower families. With help from people like you, we're making an impact through education, research and advocacy, but there is still work to do.

Join us to mobilize your network and volunteer today at [GetInvolved.MarchofDimes.org](https://getinvolved.marchofdimes.org).

Volunteer Profile Form -  
[https://marchofdimes.formstack.com/forms/volunteer\\_profile\\_form](https://marchofdimes.formstack.com/forms/volunteer_profile_form)

**SIGN UP**



A photograph of a woman with long blonde hair and a young boy looking at a cupcake with a lit candle. The image is overlaid with a semi-transparent purple filter. The woman is on the left, looking down at the cupcake. The boy is on the right, looking at the cupcake. The cupcake is in the center, with a single lit candle on top. The background is blurred.

# ADVOCATE

# ADVOCACY

**SIGN UP**

- March of Dimes advocates for the health of all moms and babies at both the federal and state level.
- March of Dimes' advocacy has had massive successes! From extending postpartum Medicaid coverage, to passing protections for pregnant workers, to establishing Maternal Mental Health Advisory Committees; March of Dimes' advocacy efforts are making an impact in your community!
- Join our [Advocacy Network](#) today to receive our action alerts and be the first to get information on our legislative efforts and how you can make an impact on the health of moms and their babies.



# RESOURCES FOR FBLA CHAPTERS

## FUNDRAISE

Fundraise for March for Babies or DIY [www.marchforbabies.org/fbla-pbl](http://www.marchforbabies.org/fbla-pbl) or [www.marchofdimes.org/diy](http://www.marchofdimes.org/diy)

## VOLUNTEER

Volunteer your time  
[www.getInvolved.MarchofDimes.org](http://www.getInvolved.MarchofDimes.org)

## ADVOCATE

Advocate and join our Advocacy Network & participate in Prematurity Awareness Month

<https://p2a.co/bj4MFQs>

## SOCIAL PRESS KIT

Link to social posts for you to share on your social networks:

<https://thesocialpresskit.com/march-of-dimes>

## VIDEO LIBRARY + PHOTOS

Link to photos and videos you can share with your members.

<https://videolibrary.marchofdimes.org/2021/03/2021-march-for-babies-tv-psa.html>

## VOLUNTEER LEARNING CENTER

Volunteer Learning Center – specific FBLA documents, files, videos and presentations are housed here:

<https://volunteer.marchofdimes.org/>

# Kahoot!

1. Head to your browser on your mobile device or computer and type in [KAHOOT.IT](https://kahoot.it)
2. Type in the game PIN
3. Type in your name

# QUESTIONS

