



march of dimes<sup>®</sup>  
march for babies<sup>®</sup>  
2012 Pennsylvania  
team captain guide

## Welcome to March for Babies!

### Thank you for supporting our mission to give babies healthy beginnings

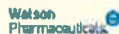
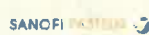
We're so glad you've decided to join us in walking for stronger, healthier babies. In Pennsylvania, 34 events will be held across the state from mid-April to early June. Inside you'll find exciting details about exclusive incentives, online challenges and special recognition opportunities.

As a team captain, you play a key role in making March for Babies a success. We're here to help you with tools and resources to help you stay organized and motivated.

#### March for Babies Resources:

- **March for Babies Registration:** Sign up online at [marchforbabies.org](http://marchforbabies.org) to register and create your own fundraising page. You can also manage and monitor your team's progress online.
- **Company Team Captain Handbook** — step by step information designed for corporate participants to help recruit and lead a winning team. **Available at [marchforbabies.org](http://marchforbabies.org), click on the company teams tab** to download this guide as well as other tools such as posters, banners, sample messages, etc.
- **Family Team Captain Handbook** — Family Teams are made up of friends and family members, walking to celebrate, honor or remember the babies and children who have touched their lives. This handbook is specifically designed to guide provide Family Teams with step by step information. Available at [marchforbabies.org](http://marchforbabies.org), **click on the family teams tab** to download this handbook and other documents to personalize, print and share.
- **[marchofdimes.com/pennsylvania](http://marchofdimes.com/pennsylvania)** — Visit the Pennsylvania March of Dimes website for information on local March of Dimes events, leadership, mission programs and details on how the March of Dimes is working in your community.
- **Your local March of Dimes office** — see listing on back for location nearest you. Don't have a computer? Your March of Dimes representative can provide you with printed copies of the handbooks.

our national sponsors



## hope for babies

This year in Pennsylvania the value of our mission investment totals over \$4.2 million and over \$99 million nationwide. Your support of the March of Dimes insures that we can continue to invest in research and community programs aimed at giving every baby a healthy start in life. The following list highlights the programs and services in Pennsylvania supported by the March of Dimes.

### NATIONAL RESEARCH GRANTS

The Children's Hospital of Philadelphia	\$150,000
Drexel University College of Medicine	
-St. Christopher's Hospital for Children	\$282,000
Temple University College of Science and Technology	\$127,847
The Wistar Institute - 2 grants	\$408,418
University of Pennsylvania - 6 grants	\$1,315,068
Magee Women's Research Institute & Foundation - 3 grants	\$745,824
The Pennsylvania State University -2 grants	\$337,214
Lankenau Institute for Medical Research	\$264,410
University of Pittsburgh	\$239,448
University of Pittsburgh Medical Center—Children's Hospital of Pittsburgh	\$147,647
Weis Center for Research at Geisinger Clinic	\$141,347

### PA COMMUNITY GRANTS

Family Medicine Education Consortium	\$75,000
Abington Memorial Hospital	\$28,000
Pennsylvania Hospital	\$28,000
Thomas Jefferson University Hospital	\$59,000
Program Clinical Educator	\$3,200
Program Evaluator	\$10,000
St. Luke's Hospital and Health Network	\$5,000
CenteringPregnancy Group Prenatal Care Training:	\$24,000
Albert Einstein Health Network ♦ Drexel University ♦ Hamilton Health Lancaster General Hospital ♦ Magee Womens of UPMC ♦ Montgomery Hospital ♦ Penn State Hershey Medical Center ♦ Reading Birthing and Women's Center ♦ St. Joseph's Medical Center	

### PA COMMUNITY AWARDS

Cumberland Valley Women's Group	\$200
Delaware County Memorial Hospital	\$200
Drexel University College of Medicine	\$500
Greater Philadelphia Health Action	\$300
Grove City Medical Center	\$200
Lower Bucks Hospital	\$200
Magee-Womens Hospital of UPMC	\$1,000
Montgomery County Teen Parent Task Force	\$200
Montgomery Hospital	\$1,000
Mother's Home	\$200
New Covenant Church	\$200
Penn State Hershey Medical Center	\$1,000
Pinnacle Health	\$530
Riddle Memorial Hospital	\$200
Trustees of the University of Pennsylvania	\$500
UPMC Hamot Medical Center	\$200
Zeta Phi Beta Sorority	\$500

**CURRENT MARCH OF DIMES INVESTMENT**

**\$4,398,053**

**For additional information and resources in Pennsylvania, please contact:**

Pennsylvania Chapter  
[marchofdimes.com/pennsylvania](http://marchofdimes.com/pennsylvania)

#### Divisions of Pennsylvania

##### Central Division

3544 N. Progress Avenue  
 Suite 204  
 Harrisburg, PA, 17109-4624  
 Phone: (717) 545-4534  
 Fax: (717) 545-5329

##### •Keystone Office

Olde Farm Road  
 Suite 909  
 Duncansville, PA 16635  
 Phone: (814) 696-9691  
 Fax: (814) 696-9190

##### Northwest Division

90 S. Commerce Way.  
 Suite 320  
 Bethlehem, PA 18017  
 Telephone: (610) 814-7000  
 Fax: (610) 814-7019

##### Northwest Division

1407 Peninsula Drive  
 Erie, PA 16505-4236  
 Phone: (814) 833-4941  
 Fax: (814) 835-3651

##### Southeast Division

1019 West 9th Ave  
 King of Prussia, PA 19406-1215  
 Phone: (610) 945-6050  
 Fax: (610) 945-6060

##### West Penn Division

5168 Campbell's Run Road  
 Suite 101  
 Pittsburgh, PA 15205-9761  
 Phone: (412) 505-2200  
 Fax: (412) 505-2209

**WALKING TOGETHER  
 FOR STRONGER,  
 HEALTHIER  
 BABIES**

## your reward for helping babies

### team captain incentive program

Earn this year's Team Captain Incentive by meeting the guidelines below and you'll receive this drawstring backpack to take along on March for Babies Day.

#### Guidelines for 2012:

Whether you're a NEW team or one of our returning veteran teams . . . .



#### It's easy:

- Register your team online at [marchforbabies.org](http://marchforbabies.org)
- Your team raises a minimum of \$500 online by April 1, 2012
- You will receive your official March for Babies Drawstring Backpack by March for Babies Day!

### Online fundraising challenge

#### Win a iPad by Raising Money for March for Babies



Starting **March 1 through June 15** at midnight EST, for every \$100 you raise online, your name will be entered into a drawing for a NEW iPad! This means if you raise \$200 your name will be entered twice and so on as you raise money to help give every baby a healthy start.

So, if you haven't done so already, visit [marchforbabies.org](http://marchforbabies.org) today, create your personal page and start fundraising!

Online Fundraising is an excellent way for you to raise funds quickly and easily. Invite your friends, co-workers and family to donate directly to you via credit cards or PayPal

*Drawing to determine the winner of the iPad will be held on July 1, 2012*

## champions for babies

### grateful grandparents

Grandparents are very special people. They celebrate our successes and offer guidance when we are challenged. They are often the glue that keeps our families together, especially in times of crisis.

If you are a grateful grandparent (or your team has members who are grateful grandparents) contact your March of Dimes representative to receive your Grateful Grandparent buttons. These buttons will help identify all grandparents on March for Babies Day.



Grandparents supported the March of Dimes research when we conquered polio. We are grateful to have their help as we tackle preterm birth.

### Join Our Grateful GRANDparents Challenge: Raise \$1,000 or more for March for Babies

All our Grateful GRANDparents who raise \$1,000 or more will be

- acknowledged during March for Babies Day Ceremony
- have their name and Team Name listed on the Pennsylvania Chapter Website
- make a difference in the lives of babies everywhere

### family team recognition

Our Family Teams are the **HEART** of our mission. Since 2006, Family Teams have raised nearly \$6 million dollars for the mission of the March of Dimes. In 2012, we will once again recognize our STAR performers:



#### \$50,000 + raised

Family Team will be named to one of our Pennsylvania grants  
example: *March of Dimes Community Grant supported by Aidan's Angels March for Babies Team*

#### \$25,000 + raised

Family Team will have opportunity to deliver a "Kangaroo Care" Chair (Family Team name on it) to the NICU of their choice

#### \$10,000 + raised

Family Team will have opportunity to recognize favorite nurse/doctor with "Thank You" plaque at NICU and during a Special Event in the fall of 2012

### PA 2011 top 10 teams

Family Teams	\$1,402,968
Kmart Corporation	\$842,016
Cigna	\$249,561
Macy's	\$141,141
McNeil/Johnson & Johnson Co	\$113,332
Sanofi Pasteur	\$110,420
Philadelphia School District	\$102,365
First Niagara Financial Group	\$72,998
Famous Footwear	\$58,132
FedEx Corporation	\$52,043

### PA 2011 top 10 family teams

The Bricker Braves	\$32,131
Baby Kevin	\$16,008
Maddie's Miracle Marchers	\$14,887
Glory Babies	\$14,482
Biondo	\$12,999
La Famiglia di Amelia	\$12,886
Angel Walkers	\$12,716
Duffy's Angels	\$12,655
Micah's Mob	\$12,603
The 'A' Team	\$11,779

### PA 2011 top 10 walkers

John Bricker	\$31,881
Maria Perez	\$17,310
Nancy Fink	\$16,590
John Van Dusen	\$12,710
Kerri DiDario	\$12,565
Jennifer Bechdel	\$10,385
Dominick Marraccini	\$8,953
Nichole Davis	\$7,400
Daniel Tropeano	\$7,000
Jeannine Reilly	\$6,502