

investments

treasurer's report

2010 marked a much-appreciated year of financial stability for the March of Dimes, following two extremely volatile years in 2008 and 2009. On the ensuing pages, we present the 2010 and 2009 financial results for the Foundation, including the national office and 51 chapters.

Due to the generosity of the American public, we were fortunate to be able to fund \$28 million in research grants and other community grants, expand our NICU Family Support initiatives to more than 107 locations and improve our Program Services Ratio.

In 2010, 75.6 percent of our expenses went to funding program activities, including research, advocacy, community programs and education activities.

As you can see, total Operating Revenue came in at \$212 million, a decrease of \$3 million compared to the prior year, which was due to the completion of a large federal and state grant in California (California Birth Defects Monitoring Program). Through timely and efficient expense controls, we were able to manage a net operating gain of \$3.6 million. The gains on investments reflect the market-related improvement in the Foundation's Investment Portfolio. The portfolio improved by nearly 14 percent, which helped us regain the balance of the losses we suffered in 2008. The Foundation's adoption of SFAS #158-Pension Accounting Standard in 2007 resulted in a decrease to net assets in 2010 of \$2 million due to lower interest rates at December 31, 2010.

As we move forward into 2011, we are hopeful the markets and the general economy will continue to rebound, which will allow the March of Dimes to expand its vitally important programs through revenue growth.

We thank our many volunteers and donors and ask for their continued support.



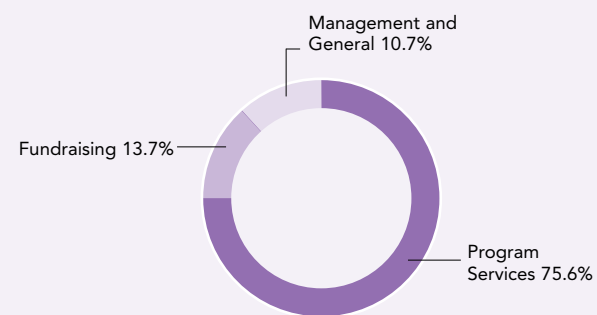
Al Childs
Treasurer
April 10, 2011

funding the mission

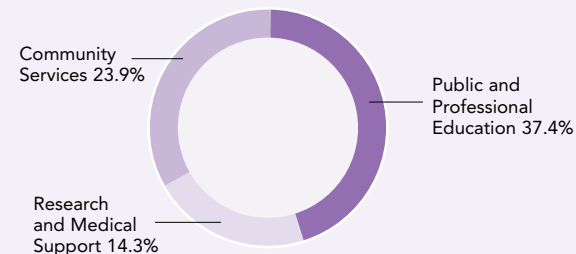
In 2010, gross contributions to the March of Dimes included:

- March for Babies.....\$102.7 million
- Special events.....\$39.0 million
- Mail donations.....\$42.9 million
- Mothers March®.....\$13.7 million
- Major gifts, including Bequests, President's Society and Government Grants.....\$14.5 million

expense allocations for 2010



program services for 2010



statement of financial position

As of December 31, 2010 and 2009 (amounts in thousands)

Assets:	2010	2009
Investments, cash and cash equivalents	\$ 130,627	\$ 116,757
Assets held in trust by others	8,918	8,889
Land, building and equipment – net	15,207	15,809
Other assets	14,896	15,501
Total assets	\$ 169,648	\$ 156,956

Liabilities:

Grants and awards payable	\$ 23,333	\$ 24,924
Accounts payable and accrued expenses	12,968	12,038
Accrued postretirement and pension benefit costs	74,980	71,878
Other liabilities	4,671	4,707
Total liabilities	115,952	113,547

Net Assets:

Operating	115,368	101,962
Accrued postretirement and pension benefit costs	(74,980)	(71,878)
Total unrestricted	40,388	30,084

Temporarily restricted	1,736	2,244
Permanently restricted	11,572	11,081
Total net assets	53,696	43,409

Total liabilities and net assets	\$ 169,648	\$ 156,956
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statement of financial activities

Years ended December 31, 2010 and 2009 (amounts in thousands)

Revenue:	2010	2009
Contributions	\$ 187,214	\$ 188,529
Bequests and major gifts	10,165	9,007
Government, foundation and corporate grants	4,341	6,649
Investment return appropriated for operations	5,000	5,000
Other	5,332	5,531
Total operating revenue	212,052	214,716

Expenses:

Research and medical support	29,846	30,742
Public and professional education	77,922	79,007
Community services	49,819	50,429
Management and general	22,359	21,330
Fundraising	28,548	30,906
Total expenses	208,494	212,414

Excess operating revenue over expenses	3,558	2,302
Investment return greater than appropriated	8,614	14,040
Adjustment in pension liability	(1,885)	18,918
Change in net assets	\$ 10,287	\$ 35,260

A complete copy of financial statements audited by KPMG, LLP is available upon request from the March of Dimes Foundation, 1275 Mamaroneck Avenue, White Plains, NY 10605 or on our website at marchofdimes.com/annualreport