

About March of Dimes

The March of Dimes is about all babies — those born healthy and those who need help to survive and thrive. We've been protecting the health of babies for 70 years. From pioneering genetic research to promoting folic acid to fighting for lifesaving newborn screening and finding the causes of premature birth, the March of Dimes continues to champion the needs of moms and babies.

March of Dimes has touched your life if:

- Your baby received a vaccine to prevent polio
- Your baby received critical newborn screening to check for potentially dangerous but treatable conditions
- You took folic acid before and during early pregnancy to prevent birth defects of the brain and spinal cord
- You had a premature baby who spent time in a neonatal intensive care unit (NICU) or was treated with surfactant therapy, a lifesaving treatment developed with March of Dimes research grants
- You had a healthy baby due in part to good prenatal care at home and from your doctor

Did you know March of Dimes:

- Is one of America's best known and most respected charitable organizations
- Was founded in 1938 by President Franklin D. Roosevelt
- Meets Better Business Bureau's Wise Giving Alliance Standards: 77 cents out of every dollar spent funds our mission – one of the highest rates of any not-for-profit
- Has offices in all 50 states, District of Columbia and Puerto Rico

To learn more about March of Dimes, visit us at marchofdimes.com or nacersano.org

March for Babies

The March of Dimes has changed the name of its premiere fundraising event to March for Babies. It's a great change because it makes very clear exactly who we walk for – all babies.

Although the name of our signature event is changing, our mission will not. March of Dimes will continue to improve the health of babies by preventing birth defects, premature birth and infant mortality.

March of Dimes helps moms and babies by:

- **Advocating for better health care coverage for the most vulnerable**
- **Fighting for better newborn screening standards in every state**
- **Providing the best information on healthy pregnancy and delivery**
- **Helping moms to overcome substance abuse with community outreach programs**
- **Increasing access to prenatal care with mobile clinics and transportation to doctors**
- **Educating generations of parents on the value of vaccination against disease**

The role of families touched by our mission

Throughout our history, people who have personally experienced a birth defect, premature birth or infant loss have played important roles as spokespeople, advocates and leaders. Moms and dads willing to share their personal stories help to remind everyone of the urgency of our mission and inspire dedication and commitment from volunteers from all walks of life.

As we broaden our brand platform to include all babies, it is important to communicate the following messages:

- Our mission has not changed – we are more committed than ever to improving the health of babies by preventing birth defects, premature birth and infant mortality.
- Premature birth touches half a million families every year. Their babies are more likely to die or have disabilities. With everyone's support, the March of Dimes is funding amazing research by the best scientists to learn ways to make more pregnancies go a full nine months.
- Mission-affected families will continue to play a vital role in the March of Dimes as spokespeople, ambassadors and leaders.