



2021 ANNUAL REPORT





OUR MOTHERS DESERVE BETTER

The U.S. has the highest rate of mothers dying in pregnancy, childbirth, and within one year of giving birth than any other industrialized country. It continues to rise due to racial discrimination and a lack of access, information, and healthcare providers.



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Laneceya Russ, MS

Laneceya is the executive director at March for Moms. Laneceya holds a Bachelor of Arts degree in Communication Studies from Louisiana State University and a Master of Science degree in Communication focused in Organizational Communication from University of Louisiana at Lafayette.

You Can Help Us Get The Word Out

The biggest reason we lose so many lives in pregnancy in the U.S. is a lack of awareness. You can help by educating your state and federal representatives, friends, and family on the issue of maternal death and how it can be prevented.

Not sure where to start? We can show you how!

Donate to March for Moms

Before COVID-19, the United States was already one of the most dangerous high-resource places in the world to give birth. **During these uncertain times, the maternal health crisis has been exacerbated.**

From The Executive Director



Greetings friend,

First, I want to express my sincere gratitude for the warm welcome after my announcement as the new executive director for March for Moms in 2021! Coming into this space has been nothing short of inviting and accepting from everyone I have encountered.

As a black woman navigating healthcare systems in the United States, it can be daunting to know that having a child could become a life-or-death situation. I joined March for Moms and the fight in preventing maternal mortality for birthing people to be a part of the solution. By advocating for policy changes and raising awareness of the systemic issue, I want to ensure that birthing people have access to trauma-informed and patient-centered care regardless of their socioeconomic status.

The United States has the highest rate of birthing people dying in pregnancy, childbirth, and within one year of giving birth than any other similar country. A change must come quickly. That change starts with improving our healthcare systems and raising awareness of the issues that birthing people face in this country.

To work toward a better future for birthing people in the United States, March for Moms hosted several programs such as a virtual town hall centered on the Momnibus Act of 2021 and how the federal policy package could improve maternal healthcare in our country. Taking it a step further, we hosted a congressional briefing highlighting the Kira Johnson and Perinatal Workforce Acts which would provide key investments in community-based organizations and call for culturally, congruent care to moms and birthing people. Continuing with our advocacy efforts, we endorsed several letters from partners sent to state and federal leaders to harness our collective power on solutions such as extension of Medicaid postpartum coverage to one year, increased funding for federal programs to improve maternal health, establishing the first stillbirth resource center in New Jersey, establishing reparations in California for incarcerated birthing people who faced reproductive injustices, and more.

In 2021, we also added a new program, the Enhancing Community Resilience to Improve Maternal Health workshop, to amplify and give space to the amazing work that community-based organizations do each and every day. For our inaugural workshop, we focused on preparing and responding to natural disasters due to the number of weather events experienced in 2021 such as the Texas winter storm, Hurricane Ida, and wildfires on the west coast.

I am so proud of all that we have accomplished at March for Moms during a year of transition. Whether you have engaged with us on social media, attended our programs and events, or supported the organization with our resources, we thank you for your support. I look forward to continuing to lead March for Moms and reaching the goal of no one dying from pregnancy in this country with all of you.

Sincerely,

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**

TOGETHER WE CAN IMPROVE THE HEALTH AND WELL-BEING OF ALL MOTHERS THROUGH ADVOCACY AND AWARENESS. 

The March

March for Moms' annual rally was held as a virtual town hall in 2021. The virtual event was focused on the Black Maternal Health Momnibus Act of 2021 and how the bills in the package can eliminate disparities in maternal health care. The event speakers were a mix of moms, birthing people and/or their families, maternal health advocates, and maternal health experts.

Speakers shared their experiences, the need for federal policy to tackle the US maternal health crisis, and encouraged viewers to get involved in the work that is being done. Speakers addressed the following questions during the 90 minute event:



Rep. Lauren Underwood (IL-14) "The U.S. suffers unacceptable rates of preventable maternal mortality. To address this, I introduced the

Black Maternal Health Momnibus Act of 2021, a sweeping legislative package to address every aspect of our nation's maternal health crisis. Alongside the leadership of Congresswoman Alma Adams, Senator Cory Booker, and more than 150 House and Senate cosponsors, we are taking comprehensive action to save moms' lives, end racial and ethnic disparities in maternal health outcomes, and advance true equity and justice for all."

🏛️ In what ways does the policy address disparities by birthing people and/or equity?

🏛️ What are some ways the legislation can help families that people may not expect?

🏛️ If the legislation was put in place during you or a loved one's experience, what difference would that have made in your life or loved ones life? Or in what ways would that have changed the care you or your loved one received?

🏛️ How can the Momnibus begin a path toward ending the disparities across maternity care setting?

Congresswoman Lauren Underwood and a line-up of speakers which included Dr. Joia A. Crear-Perry of National Birth Equity Collaborative, Charles Johnson of 4 Kira 4 Moms, Dr. Annie Murray, Advocacy & Community Liaison to Every Mother Counts, Trudi Russell, an advocate with lived experience, and so many others to discuss the latest legislation as it makes its way through Congress.



Since 2017

March for Moms has organized a rally on the National Mall to share the experiences and ideas of extraordinary people working to produce a safer and more equitable American maternal health system. Our goal is 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.

Statistics

- 4 sponsors
- 12 speakers
- 562 registrants
- 310 live attendees
- 100 post-event views

Key Hashtags

- #BeyondMothersDay
- #MarchforMoms
- #Momnibus



OUR MOTHERS DESERVE BETTER



Each year, more than
50,000 MOTHERS
NEARLY DIE
from maternal morbidity
in the United States

SHE IS ONE OF THEM
#1of50K
#wecandobetter



Advocacy

During 2021 and the first half of 2022, March for Moms continued to build momentum around policies serving families. On July 20th, 2021, we hosted a congressional briefing titled Cultivating Equitable and Culturally Congruent Maternal Healthcare: the Kira Johnson and Perinatal Workforce Acts. Our main legislative focus continued to the Black Maternal Health Caucus Momnibus Act and with this briefing March for Moms highlighted two important pieces of legislation that were part of the Mombinus package. The virtual briefing came equipped with a Day of Action Toolkit and was attended live by 83 people who were ready to take action to improve maternal health outcomes. Congresswoman Underwood's Senior Legislative Assistant Jack DiMatteo provided an overview of the Momnibus and the landscape of maternal health legislation heading into the 2021-2022 session. Our board member and fierce advocate Charles Johnson highlighted the Kira Johnson Act named after his late wife that would provide funding for community based programs and training to improve maternal health care as well as institute maternity care compliance programs in institutions to prevent maternal deaths and near miss events. Ebony Johnson, a midwife, the director of Community of Hope Birthing Center, and our board member presented on the importance of diversifying the workforce. This act would ensure grants for eligible education programs to grow and diversify the perinatal workforce with respect to nurses, physician assistants, and other specified health workers, and otherwise addresses issues related to the maternal health workforce and care delivery models.

Examples of how each piece of legislation could bring change to the communities was illustrated by Victoria Williams from Birthmark Doula Collective and New Orleans Breastfeeding Center and Nikia Lawson from Birth Blessings Professional Doula and Birth Services.

March for Moms continued to expand its reach via the Become an Effective Advocate Toolkit and updating statistics on maternal deaths and resources available to families as they move through their advocacy journey. We were able to provide approximately 300 individuals with information on becoming an advocate.

Share a personal story! Whether you are a mom/family that struggled with pregnancy or postpartum period or someone who is passionate about the issue, it does not matter! Legislators and their aides love to get to know YOU! They are elected to serve your community.

Support Federal Legislation

It takes support from people like you to get bills signed into law. Thanks to your support, March for Moms helped to pass the Preventing Maternal Deaths Act of 2018.

Support State Legislation

March For Moms advocates for state reforms including: extending Medicaid coverage to one year post-partum for all pregnant women; Medicaid coverage for doula services; integration of perinatal mental health screening and treatment; and improved data, transparency and quality improvement efforts for maternal mortality and morbidity.


March With Us


Join the March for Moms at the DC Mall for fun and family-friendly experiences as we peacefully demonstrate the critical need to address the maternal health of families in our country.





Driving Change

In 2021, March for Moms signed on to 18 pieces of legislation. 16 pieces of legislation focused on national platforms and two were state driven initiatives. We signed onto the letter of support from 2 Degrees foundation to establish a Stillbirth Resource Center in New Jersey as well as Compensation for Survivors of Forced Or Involuntary Sterilization Act in California, which was signed into law in 2022. Most notably, March for Moms joined as amici in the Dobbs v. Jackson Women's Health Organization heard by the United States Supreme Court.

 In 2021, we had 427 new Facebook followers for a total of 7800 at the end of 2021. We posted 490 times on Facebook and received 2,567 profile visits.

 In 2021, we had 439 new Twitter followers for a total of 3600 followers at the end of 2021. We posted 547 tweets with 418 link clicks.

 In 2021, we had 1,500 new Instagram followers for a total of 4802 followers at the end of 2021. We posted 173 times and received 6,088 profile visits.

 In 2021, we had 302 new LinkedIn followers for a total of 415 followers at the end of 2021. We posted 279 times and received 320 link clicks on posted content.



Financial Health

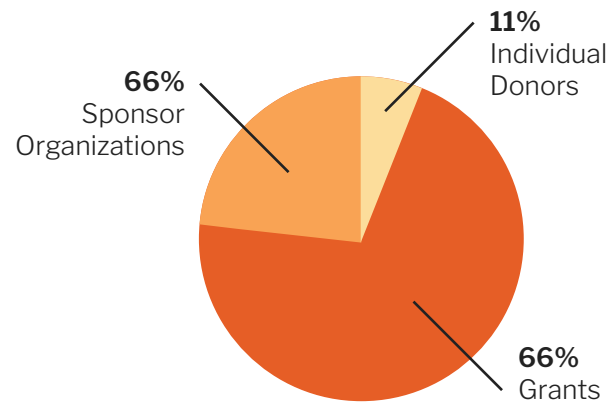
March for Moms raised nearly \$204,960 from approximately 242 unique organizations and individual donors.

About 66% of March for Moms' overall revenue in 2021 was from the generous operational support of two grants, 23% was from sponsor organizations, and the remainder 11% from individual donors.

A special thanks to Pinpoint and the Yellow Chair Foundation 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 9 [Figure 2]. We are so thankful for their support.

\$204,960
RAISED

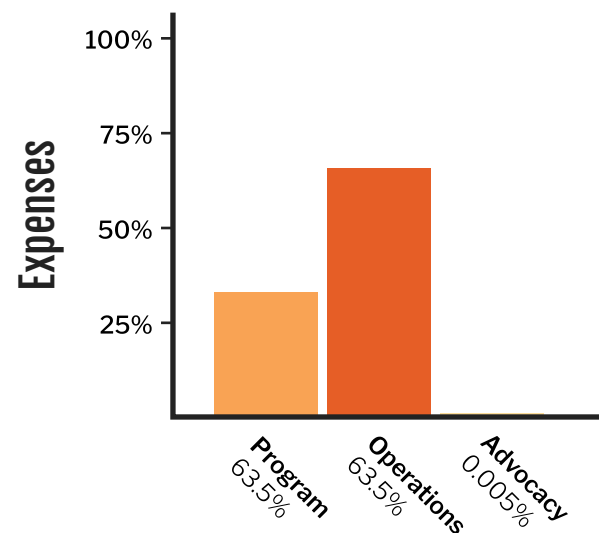
242
DONORS



Sponsor Organizations, Grants, Donors and Partners



Not Pictured: Accelerate the Future Fund



Expenses

March for Moms' total expenses for FY2021 were \$204,907 [Figure 3], covering the costs of programs and operations. Advocacy expenses totaled less than \$1000. (less than .005%)

In line with 501c3 IRS regulations, expenses for advocacy came to less than \$1000 of our total operating budget.

Advocacy 0.005%
Operations 63.5%
Program 63.5%



Future Planning

While there has been a collective effort to make strides with improving maternal health outcomes in the United States, we still have work to do.

March for Moms is committed to continuing to build relationships and be a leading voice in advocacy by calling on employers, health systems, providers, and policy makers to make the necessary changes so that one day we will live in a world in which every person can grow their family with dignity.

To do this, we are committed to:

- 🏛️ Educating stakeholders on policy changes that will lead to positive outcomes in the lives of birthing people.
- 🏛️ Developing capacity of community organizations and advocates through resource sharing and education.
- 🏛️ Sharing information to highlight solutions, ongoing challenges, and accomplishments.

In December of 2021, in partnership with Slalom, LLC, Boston, MA, March for Moms held a virtual retreat to facilitate thoughtful discussions with the board of directors and executive director to identify the next phase of the organization.

March for Moms is featured as one of Slalom's Pro Bono clients in 2021. We are grateful for their support in moving March for Moms forward to advance our mission.

Did You Know?

The U.S. has the highest rate of mothers dying in pregnancy, childbirth, and within one year of giving birth than any other industrialized country. It continues to rise due to racial discrimination and a lack of access, information, and healthcare providers.

2021 Leadership

Administration

Laneceya Russ, MS
Executive Director
Baton Rouge, LA

Board of Directors

Ginger Breedlove, PhD, CNM, FACNM, FANN
President, March For Moms
Grow Midwives, LLC
Shawnee, KS

Eugene Declercq, PhD
Board Member
Professor, Boston University, School of Public Health
Boston, MA

Charles Johnson
Board Member
Founder, 4Kira4Moms
Atlanta, GA

Jamila Taylor, PhD
Board Member
Director of Health Care Reform and Senior Fellow,
The Century Foundation,
Washington, DC

Athelia Tilson
Treasurer, March for Moms
Boston, MA

Neel Shah, MD, MPP, FACOG
Vice-President, March for Moms
Chief Medical Officer, Maven Clinic
Assistant Professor, Obstetrics, Gynecology, and Reproductive Biology
Beth Israel Deaconess Medical Center
| Harvard T.H. Chan School of Public Health
Boston, MA

Ebony Marcelle, MSN, CNM
Founding Board Member
Director Midwifery Community of Hope/
Family Health and Birth Center
Washington, DC

Chanel Porchia-Albert
Board Member
Founder Ancient Song Doula Services
New York City, NY

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

Karen Feinstein, PhD
Board Member
President and CEO
Jewish Healthcare Foundation

Our Values

We lead with our lived experience with this issue of maternal health care as moms, dads, daughters, sons, nurses, midwives, doulas, researchers and physicians.

Our core values are curiosity, inclusivity, love, braveness, and nimbleness.

OUR VISION

We envision a world in which **every person** can grow their family with dignity.

Our Mission

March for Moms aligns the advocacy efforts of families, health care providers, industry, policy-makers and other partners in order ensure that all families can grow with dignity.

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.

