



2023

IMPACT REPORT



LETTER FROM OUR EXECUTIVE DIRECTOR



Dear Supporters,

Throughout the year, March for Moms has remained steadfast in our commitment to championing maternal health and fostering healthier, stronger communities through collaboration with maternal health community-based organizations (CBOs) nationwide. By strategically partnering and working together, our goal is to create a positive ripple effect, providing crucial support for the life-saving initiatives of CBOs and the mothers and families they serve.

We've organized workshops and awareness campaigns to shed light on the issues, challenges, and solutions to enhance maternal health outcomes. Additionally, we've established support networks for CBOs, fostering a sense of camaraderie and shared experiences. We have focused on community outreach and engagement this year, getting out to meet more of you to hear about your experiences within the systems as a birthing person and/or loved one.

March for Moms has actively advocated for policies supporting maternal health at local, state, and federal levels. This advocacy involves working closely with policymakers to address gaps in maternal healthcare services and championing the implementation of life-saving solutions led by community birth workers on the front lines, serving moms, birthing people, and their families.

However, there is still much work ahead to change the persistently concerning statistics, especially for our Black and Indigenous moms and birthing people.

After reading more about the work March for Moms has accomplished in 2023, I extend an invitation to each of you to join us in this important mission. Your support, whether through active participation, spreading awareness, or contributing resources, is pivotal to the success of improving maternal health outcomes in the United States.

Together, we can build communities where every mother or birthing person receives the care and support they deserve, ensuring a thriving future for generations to come.

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.

MPACT FOR FAMILIES PROGRAM

This year, the MPact for Families program, in partnership with Maven Clinic, focused on Community-Based Organizations that center Black and Indigenous Women in holistic care models. The 2023-2024 MPact for Families Fellows are Village of Healing and Breath Of My Heart Birthplace.

- **Village of Healing** offers a new approach to community wellness through Cuyahoga County's first and only medical center focused on the health of Black women. The Village of Healing Center delivers quality health care services that meet the social and cultural needs of patients in the greater Cleveland community by offering gynecology, obstetrics, mental health services, telehealth, and community programs.
- **Breath of My Heart Birthplace** is a midwifery care clinic and birth center in the Española Valley of New Mexico. Through its free walk-in clinic, birth services, and holistic fertility and preconception care, Breath of My Heart meets the needs of birthing people and families before, during, and after birth.

Providing culturally competent care for every woman and family is at the forefront of Maven's work, including the MPact for Families program. Maven's virtual care model delivers personalized support that's tailored to meet the unique needs, circumstances and experiences of each person. Through care matching, members have access to a personalized care team who share their language, cultural background and lived experiences, including specialists who are of a specific race, gender, or sexual orientation.

“We know the community has solutions to the challenges experienced by Black and Indigenous birthing people, and it is important for us to partner with those who are the most impacted in shaping and scaling those solutions. With our second MPact for Families cohort, March for Moms and Maven continue to invest the time, talent, and financial resources to ensure that maternal health community-based organizations can focus on building a sustainable and resilient organization that can serve moms, birthing people, and families for many years to come.”

Laneceya Russ

EXECUTIVE DIRECTOR, MARCH FOR MOMS



“The power of community-based models cannot be overstated in turning the tide on the maternal health crisis and ensuring every person receives the care and support they need as they build their family. We’re excited to build on the momentum from the first year of the MPact for Families program and support this new cohort as they scale their impact.”

Kate Ryder

FOUNDER & CEO, MAVEN



2023 ADVOCACY WORK

March for Moms continues to lead advocacy efforts to support our mission.

As part of our participation in the Families USA Health Equity Academy in System Transformation, our Policy Director Yuliya Labko presented at a roundtable breakfast during the 2023 Families USA Conference. The roundtable titled **Caffeinate then Advocate: Strategies for Maternal Health Community Based Organizations** focused on ways advocacy tools can be utilized by community based organizations. The presentation was attended by 60 advocates with a strong interest in supporting CBOs.

Laneceya Russ & Yuliya Labko also presented at Nurturely's Embodying the Future Conference on **Advocacy Strategies for Maternal Health When The Movement May Feel Stagnant**. This conference presentation was geared towards maternal health advocates and community birth workers. We were able to provide information on key federal and state legislation that impact maternal health as well as provide examples of advocacy strategies that community based organizations can use to affect change at the local, state, or federal level.

March for Moms was invited to attend the second **Black Maternal Health Caucus Stakeholder Summit**. Congresswomen Lauren Underwood and Alma Adams hosted the summit along with the Black Maternal Health Caucus to highlight the legislative efforts since the introduction of the Black Maternal Health Omnibus and to begin sharing ideas for future legislation. March for Moms presented the following recommendations to improve maternal health through legislation: 1) include constituents from maternal health deserts in decision making, 2) partner with the business sector, 3) address disparities in gynecological care, and 4) continue to expand the bias training.

FY 2023 COALITION & ASSOCIATION MEMBERSHIPS

March for Moms participated in the following national coalitions:

Georgetown Waiver Task Force

Global Liver Institute's Pediatric and Rare Liver
Disease Council

Maternal Applications Of Technology For Community
Health (MATCH) Coalition

Mind The Gap Coalition

National Collaborative for Infants & Toddlers (NCIT)

Pregnant Workers Fairness Act Coalition

Stillbirth Advocacy Working Group-USA (SAWG-USA)

United States Breastfeeding Committee

We are also active in the following state level coalitions:

Louisiana Alliance for Nonprofit Organizations

Louisiana Region 3 Maternal & Child Health

Community Advisory & Action Team

East Baton Rouge Parish Maternal and

Infant Health Coalition

FY 2023 SIGN-ON LETTERS & LETTERS OF SUPPORT

In the year 2023, March for Moms signed onto 25 national pieces of legislation and/or appropriation requests and three state driven legislative efforts. Nationally, we supported policies to advance midwifery education, decrease the rate of prematurity, address the rates of stillbirth, and continue to ensure Title V funding. On the state level, we stood in support of expanded paid family leave in New York, access to remote monitoring and mental healthcare access under Medicaid in Georgia, and support of parents running for office in Massachusetts.

COMMUNITY OUTREACH

Maternal Health Block Parties

March for Moms participated in two maternal health block parties in 2023. On March 19th, we attended the “Super Sunday” block party in New Orleans, Louisiana. This block party was organized by Crescent City Family Services. The following month, on April 15th, we attended a block party in Atlanta, Georgia that was organized by 4 Kira 4 Moms.

Virtual Lactation Workshop (in partnership with Youth Oasis & Chocolate Milk Mommies)

March for Moms partnered with Youth Oasis and Chocolate Milk Mommies to host a lactation workshop for teens. The workshop was held virtually on April 1, 2023, and all of the teens in attendance resided in Baton Rouge, Louisiana.

Open Health Care Clinic Spring Community Resource & Health Fair

March for Moms attended Open Health Care Clinic’s Spring Community Resource & Health Fair on April 22, 2023. The purpose of the event was to increase health awareness and provide information to families regarding community resources throughout the area. The event took place at one of OHCC’s Baton Rouge locations.

My Training Grounds Hurricane Preparedness Resource Fair

March for Moms attended My Training Grounds' Hurricane Preparedness Resource Fair on May 19, 2023. This event took place in New Orleans, LA and focused on educating the community on how to best prepare themselves and their families for hurricane season.

Open Health Care Clinic PrEP Rally

March for Moms attended Open Health Care Clinic's PrEP Rally on August 19, 2023. This event took place in Baton Rouge, LA and focused on providing education on PrEP in a fun, community setting. This event offered health screenings, resources, food, giveaways, and children's activities.

One Happy Mama Community Baby Shower

March for Moms attended One Happy Mama's Community Baby Shower on October 21, 2023. The goal of this event was to provide expectant parents with supplies needed to welcome their babies and give them a healthy start in life. The event offered food, baby-themed games, and many giveaways.



EVENTS

National Black Maternal Health Week

Black Maternal Health Week is a week-long campaign founded and led by the Black Mamas Matter Alliance to build awareness, activism, and community-building to amplify the voices, perspectives and lived experiences of Black Mamas and birthing people from April 11-17th. March for Moms hosted two free events on relaxation and centering the mind, body, and soul this week.

- **Chair Yoga Session:** March for Moms hosted a virtual chair yoga session facilitated by On My Mat with TK, a black-owned yoga studio.
- **Guided Meditation Session:** March for Moms hosted a virtual guided meditation session facilitated by the calm/cool collective, a black-owned holistic wellness practice.

Mpact for Families Grantmakers Symposium: Sustainable Change for Sustainable Partnerships

In partnership with Maven Clinic, we held a conversation between community-based organizations (CBOs) and industry and philanthropic leaders about the critical role CBOs play in advancing maternal health equity, and how industry and philanthropy can amplify their efforts.

Attendees met four CBOs addressing the ongoing Black and Indigenous maternal health crisis, including Chocolate Milk Mommies and Black Mamas ATX, the inaugural grantees for March for Moms and Maven's MPact for Families Program.

This event was held for people who are in the grantmaking, philanthropy, and corporate social impact areas during Black Maternal Health Week.

Slalom Women's History Month Panel

March for Moms participated in Slalom's Women's History Month Celebration. The Slalom Women and Pro Bono Teams collaborated to put the spotlight on the women who have helped improve the lives of so many people.

Slalom celebrated the social, economic, cultural, and political achievements of women and marked a call to action for accelerating gender parity. Laneceya Russ, executive director of March for Moms, participated on the panel to highlight the opportunities for improvement in Boston and the country as a whole.

The panel was an open conversation to learn about the community, learn about the experiences of impactful women in the community, how anyone can empower those who are driving progress in creating more equity and inclusivity.

Co-Act for Maternal Health Summit

March for Moms hosted a 2-day learning summit for 5 maternal health community-based organizations in Washington, DC. The summit promoted active learning and collaboration between community birth workers, national organizations, and businesses.

Read below for more information on the selected community-based organizations that were in attendance and the life-saving work they are doing:

- **One Happy Mama:** One Happy Mama is dedicated to empowering and uplifting young mothers through their journey of motherhood, self-fulfillment, and self-discovery while pursuing their happiest lives. They aim to foster a program that supports young mothers to become career-driven, financially independent, happy, and healthy mothers. Their programming includes the M.O.M. Workshop, the Mama Tribe, and the OHM Resource Center. One Happy Mama is based out of New Orleans, LA.
- **Oshun Family Center:** Oshun Family Center provides racially concordant care to members of the black community who are seeking to achieve optimal wellness. It is their goal to center the experiences of black people and create a welcoming space for healing and refuge. Oshun envisions health equity across the reproductive and mental health spectrum. They provide mental health services, maternal health services, childbirth education, doulas, holistic healing, fertility support, etc. Oshun Family Center is based out of Philadelphia, PA. people and families before, during, and after birth.
- **Mama to Mama:** Mama to Mama is working to increase social support for all mothers as they make the transition into parenthood by promoting healthy parenting practices in an effort to create healthier and more sustainable communities. They believe that when caregivers are supported and empowered, families and communities thrive. Their programming includes Granny's House, a community-based doula program, family play groups, and community baby showers. Mama to Mama is based out of Louisville, KY.
- **Pickles & Popsicles:** Pickles & Popsicles' mission is to create a collective of acceptance, support, and transparency for all women journeying, to and through motherhood. Their five pillars include advocacy, maternal self-care, support, education, and research. They host and attend a plethora of events (mommy meetups, keynote presentations, local maternal health events, etc.) throughout the year. Pickles & Popsicles is based out of Jackson, MS.



EVENTS

- **The Mommy Dearest Foundation:** Oshun Family Center provides racially concordant care to members of the black community who are seeking to achieve optimal wellness. It is their goal to center the experiences of black people and create a welcoming space for healing and refuge. Oshun envisions health equity across the reproductive and mental health spectrum. They provide mental health services, maternal health services, childbirth education, doulas, holistic healing, fertility support, etc. Oshun Family Center is based out of Philadelphia, PA. people and families before, during, and after birth.

We Can't Brew It Alone: A night supporting maternal health networking event & fundraiser

On Friday, September 29, 2023, March for Moms held an unforgettable evening networking & fundraising event at the Boulevard Brewing Company in Kansas City, MO, where we raised our glasses to support a cause close to our hearts: maternal health.

Attendees listened to incredible music, ate delicious food, and sipped on refreshing drinks, all while connecting with like-minded individuals who are passionate about making a difference.

3rd Annual Enhancing Community Resilience to Improve Maternal Health Workshop

On Friday, September 29th, the Enhancing Community Resilience to Improve Maternal Health Workshop: Increasing Access to Maternity Care Services was held virtually and in-person in Kansas City, MO! This year's workshop was sponsored by Organon, American Academy of Family Physicians, and Jewish Healthcare Foundation.

Innovative programs from Alaska Native Birth Workers, Ujima Maternity Network, Uzazi Village, Village of Healing Circle, and Southern Birth Justice network were amplified and

led to rich discussion.

Our keynote speaker, Dr. Bayo Curry-Winchell, shared her inspiring journey in this work and solutions to address the health inequities faced by BIPOC communities and the solutions to address them.

The recording is available on the March for Moms Youtube channel.

Be Merry & Brunch Holiday Event

March for Moms, in partnership with Hoppe Images, held the first annual Be Merry and Brunch sponsored by Healthy Blue Louisiana, Open Health Care Clinic, UPS, and numerous community donors and partners. We were able to empower over 20 mothers to prioritize their health and wellness during the holiday season. Moms and birthing people enjoyed a chair yoga session, a session from a licensed clinical social worker on self-care during the holidays, a Polaroid station, make your own bath salts, hot cocoa, period wellness kits, a pamper bag to take home, and ice cream from the Scooped Up trike. We thank our partners and sponsors for making our first holiday event a great success.



WELCOMING NEW MARCH FOR MOMS TEAM MEMBERS

In 2023, March For Moms welcomed three new board members to the team to increase our capacity and diversify the regions and expertise of our board.

- **LASTASCIA COLEMAN, CNM, MSN, FACNM** is a Clinical Associate Professor at the University of Iowa. She is the program director for the midwifery education program at the University of Iowa Hospitals and Clinics which she implemented. She is a PhD student at the University of Iowa College of Public Health in Health Management and Policy. She is a Robert Wood Johnson Health Policy Research Scholar. Her research interests include alternative payment models in perinatal care, perinatal health disparities, and applying a reproductive justice framework to health services research.
- **ELON KOTLAR** combines his experiences as a practicing Obstetrician, Women's & Children's Health Assistant Chief Medical Information Officer and Medical Director of Population Health Management. He is dedicated to improving maternal health care by bridging the gap between birthing families, health care providers and the systems they work in. He brings a process oriented approach rooted in mutual respect and leverages information solutions to envision new models of care that overcome current obstacles to change. Elon is a father, Midwifery advocate and Obstetric faculty member at Jefferson Health where he teaches and mentors the next generation of OBGYN residents and medical students.
- **DR. IROGUE IGBINOSA** is a Women's Reproductive Health Scholar and Maternal Fetal Medicine physician at Stanford University. Dr. Igbinosa graduated from the University of Houston, earned her medical degree from Baylor College of Medicine, and completed her residency at Louisiana State University School of Medicine Baton Rouge. After residency, Igbinosa was an AAMC-CDC Public Health Policy Fellow able to serve in the CDC Emergency Operations Center and was a member of the U.S. Zika Pregnancy and Birth Defects Taskforce dedicated to research and resources for health care providers regarding the treatment of pregnant women and infants. Subsequently, she completed her maternal-fetal medicine fellowship at Stanford University.

IN THE PRESS/MEDIA

PODCASTS

Green Docs Podcast - March for Moms Director of Policy & Advocacy, Yuliya Labko, and Executive Director, Laneceya Russ, was featured on the Green Docs Mother's Day episode. Highlighted was the work of March for Moms and how the organization is helping protect moms and babies across the US.

Act Blue Podcast - March for Moms Executive Director, Laneceya Russ, was featured on the Act Blue podcast for a discussion all about the incredible work March for Moms is doing advocating for the health and well-being of moms and birthing people. We discussed maternal mortality rates, the importance of listening to the communities with the answers, and how you can get involved in the fight for equitable health care.

Empowered US Hidden Costs of Healthcare Podcast - Yuliya Labko, March for Moms Director of Policy & Advocacy for March for Moms, discussed the pressing need for affordable maternity care and the ethical dilemmas surrounding healthcare expenses. The episode sheds light on rising costs, insurance intricacies, and advocacy efforts, offering practical tips for expectant families navigating this crucial life event.

ARTICLES & BLOGS

March for Moms team members were featured in the following news articles:

- **Postpartum Medicaid expansion is the first step to maternal health equity, experts say**
- **Maven Clinic and March for Moms Announce Second Annual MPact for Families Fellows to Advance Maternal Health Equity**

SOCIAL MEDIA

March for Moms' social channels saw another year of steady growth in 2023!

By posting daily (or near-daily) across 4 platforms, 288,000+ people saw content from our Facebook, Instagram, and LinkedIn accounts (not including Twitter). Compared to the nonprofit industry, M4M experiences 5x the average post engagement.

PERFORMANCE HIGHLIGHTS

INSTAGRAM: Instagram our is channel with highest reach: **136,000 people** saw at least one of our posts in 2023.

FACEBOOK: Facebook remains March for Moms' second-highest trafficked channel, with posts reaching **72,000 people** in 2023.

LINKEDIN: March for Moms has made steady strides on LinkedIn this year, with **32,000 people** seeing our posts in 2023.

TWITTER: March for Moms remains active, though engagement is less prioritized than on other platforms due to its insular industry audience and controversies.

289k

Impressions

171k

Users Reached

19k

Followers

11k

Reactions Gained

2.8k

Clicks

2.6k

Posts

ACROSS ALL PLATFORMS: INSTAGRAM, FACEBOOK, TWITTER, INSTAGRAM

Breastfeeding & Safe Sleep Myths

My baby's not producing milk. Is my baby full?

If I give my nursing baby a bottle, will it confuse them?

Using an inclined cradle for my baby helps with problems like reflux?

Are all baby products in stores safer for me to buy?

Learn the facts at NICHQ.org

NICHQ NATIONAL INSTITUTE OF CHILD HEALTH & HUMAN DEVELOPMENT

Equal Pay Day March 12

This date symbolizes how far into the year women must work to earn what men earned in the previous year.

Judge for Paying Program



Save THE Date

ENHANCING COMMUNITY RESILIENCE TO IMPROVE MATERNAL HEALTH WORKSHOP

SEPTEMBER

FRI | 29 | 10 AM

2023

KANSAS CITY, MISSOURI

MARCH FOR MOMS

ORGANON
Here for her health

Introducing the 2023 MPact for Families Fellows

MPACT FOR FAMILIES | **MAVEN** | **MARCH FOR MOMS**



GIVING TUESDAY | **MARCH FOR MOMS**

FINANCIAL REPORT

March for Moms raised nearly **\$213,356** from grants, sponsorships, individual donations, event revenue, and earned income.

About **53%** of March for Moms' overall revenue in 2023 was from the generous operational support of three grants, **11%** was from sponsor organizations, and the remaining **36%** from individual donors, event revenue, and earned income.

A special thanks to Pinpoint Foundation, Skyline Foundation, Maven Clinic, and Organon 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 20. We are so thankful for their support.

EXPENSES

March for Moms' total expenses for FY2023 were **\$268,166** covering the costs of programs and operations.

Advocacy expenses totaled \$0 in FY 2023 in line with 501c3 IRS regulations thanks to generous in-kind support.

PROGRAM:

64%

PROGRAMS

OPERATIONS:

36%

OPERATIONS

MARCH FOR MOMS FY2023 SPONSORS, ORGANIZATIONS, GRANTS, DONORS AND PARTNERS:



American Academy of Family Physicians

Healthy Blue

Hologic

Hoppe Images

Jewish Healthcare Foundation

Maven Clinic

Need By Need

Organon

Pinpoint Foundation

Skyline Foundation



FUTURE PLANS

In 2024, March For Moms is sustaining and strengthening our efforts in supporting maternal health community-based organizations and advocating for essential policy changes at the community, state and federal levels. We are committed to offering an array of programs and opportunities:

- **Enhanced learning and continuing education initiatives** focused on maternal health issues and obstacles.
- Advocacy for legislation and policies **crucial for enhancing maternal health outcomes.**
- **Capacity-building workshops for maternal health community-based organizations** in the maternal health sector, which play a vital role in providing life-saving support for mothers, birthing individuals, and their families.
- **Facilitating networking opportunities** for both national and grassroots organizations.
- **Spearheading connections and nurturing relationships** between community-based organizations and industry leaders or businesses through our MPact for Families initiative, in collaboration with partners such as Maven Clinic and others.

All our programming remains accessible to families, advocates, community birth workers, healthcare providers, and policymakers at no cost.

MARCH FOR MOMS LEADERSHIP

Laneceya Russ, MS

EXECUTIVE DIRECTOR

BATON ROUGE, LA

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Lastascia Coleman

CNM, MSN, FACNM
Clinical Associate Professor at the
University of Iowa;
Program Director for the midwifery
education program
at the University of Iowa Hospitals
Iowa City, IA

We want to send a heartfelt thank you to founding board members Ebony Marcelle & Athelia Tilson for their time, commitment, and dedication to March for Moms as their board terms come to an end.

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.