

colorado chapter

moms



and



babies



you

annual report • 2009

dear colorado friend

Founded during the Great Depression, the March of Dimes has never shied away from the difficult, financial or otherwise. Still, like so many other organizations, we found 2009 to be enormously challenging. But the fact that we weathered the storm and are at the threshold of so many exciting opportunities is a tribute to our many generous and committed supporters. Thank you!

Colorado chapter event fundraising was down, but at significant moments the sun peeked through the clouds. Some of our biggest March for Babies corporate teams and sponsors (such as ACE Cash Express, CIGNA, Kmart and Loaf 'N Jug) increased their contributions year-over-year. The donations generated by brand-new March for Babies teams were up 16%. The Signature Chefs Auction event in Denver at year's end saw a revenue up tick of 32%. What's also very heartening is the increase we saw in annual gifts and other revenue (activities like our direct-mail campaign). These donations come from individuals, regular people who believe in our work and are committed to advancing the cause. This support takes us back in time (to when Americans donated their spare change to fund the fight against polio) and spurs us on.

A concerted effort was made to cut budgeted expenses. Nationwide, spending was reduced by \$26 million. The focus on doing more with less and finding new, more efficient methods continues. (That you are reading this annual report online versus holding a hard copy mailed to you is one bit of proof.)

The money in and of itself isn't the point, of course. It funds our ability to carry out our mission of helping moms and babies be healthy. We're very proud of the advancements made by our volunteers and grantees. Of particular note is the bold new direction our program services leadership has

taken in how we will invest community service funds. We have launched the uniquely effective CenteringPregnancy group healthcare model (which you can read more about elsewhere in this report). This form of prenatal care has proven results in fostering healthy pregnancies and babies. In recent years, the chapter funded two such programs in Colorado. Of the babies born to the 342 women enrolled, none were premature (compared to one in eight in the general population). We're extremely excited to work with our statewide 2010 partners to grow this program and help even more moms and babies.

In 2009 we made other decisive moves to benefit our future development. March for Babies revenue chairs were recruited in several key markets to bring new dollars and additional support to our largest annual fundraiser. Plus, we attracted to our chapter board of directors high-level supporters from major healthcare concerns like Centura Health, Kaiser Permanente and Rocky Mountain Health Plans.

Because our work is about babies, it is essentially optimistic. We are naturally drawn to the future. And we're excited about what's to come. Thank you so very much for helping us advance to a brighter future and for believing that, at the end of the day, it's about moms, babies and you.

Sincerely yours,

Clifford Jack

Chair

Colorado Chapter Board of Directors

Shelly Goodchild

State Director

March of Dimes Colorado Chapter



2009 financials

Income	<i>Amount</i>	<i>%</i>
March for Babies & special events	\$2,152,982	63%
Federated giving, clubs & organizations	19,707	1%
Annual gifts	331,722	10%
Other revenue	890,220	26%

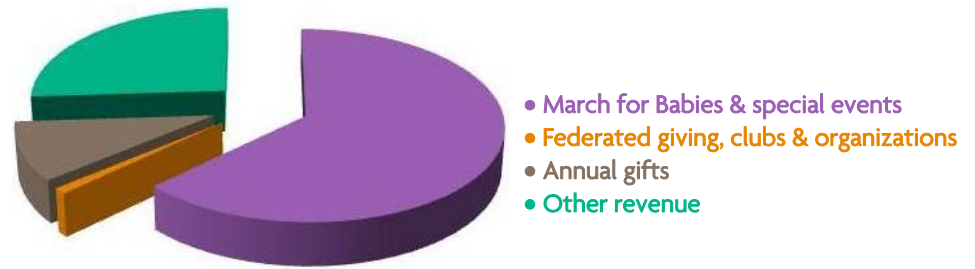
Total income **\$3,394,631**

Expenditures	<i>Amount</i>	<i>%</i>
Chapter mission programs	\$1,126,812	37%
National mission programs	1,510,688	50%
Management & general	115,359	4%
Fundraising	295,484	9%

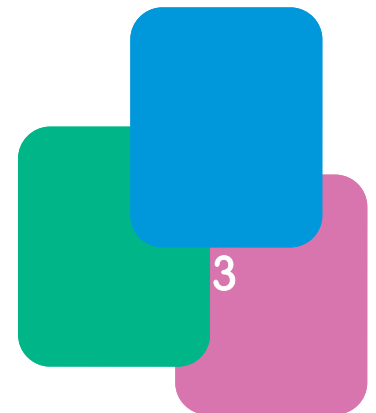
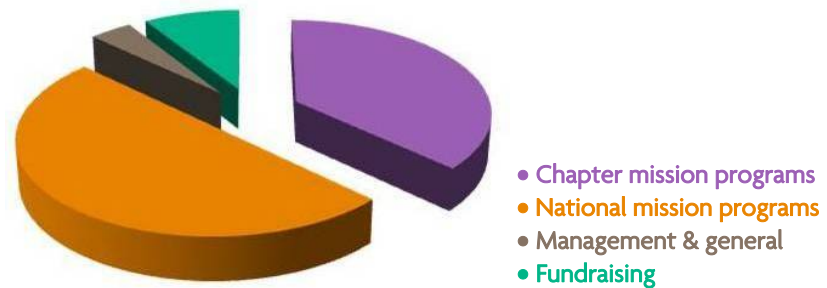
Total expenditures **\$3,048,343**

Net fund balance change **\$346,288**

Income



Expenditures



2009 mission highlights

Research

Research unlocks the gateway to better health for moms and their babies. To spark intensified scientific study about high-risk pregnancy, the Colorado chapter has partnered with the obstetrics and gynecology department of the University of Colorado Denver to launch the Frontiers in Pregnancy Research Symposia. This ongoing series brings together national and local researchers to focus on fundamental issues of pregnancy – from basic biology to medical care – increasing the number of healthy pregnancies and full-term babies.

Services

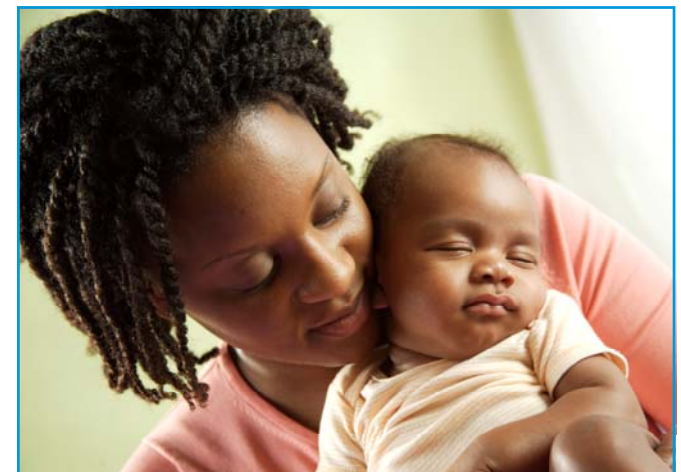
Through community grants, the March of Dimes supports like-minded organizations working to improve the health of moms and babies. Grand Junction's Hilltop Community Resources is one of the chapter's grantees, providing a single entry point for prenatal care to local low-income women. Access to quality medical care, especially in pregnancy's early stages, is essential to improving the health of women and ensuring the birth of full-term, healthy babies. More than 1,000 pregnant women were served through the chapter grant last year.

Education

The Colorado chapter's NICU (neonatal intensive care unit) Family Support program bridges medical care with the emotional and social needs of families with critically ill babies. New scientific discoveries are making it possible to save the lives of more babies. As a consequence many of these babies are severely ill and are often in the hospital for four months or longer. An educational session co-hosted by NICU Family Support offered strategies and support so that more than 50 nurses at The Children's Hospital and the University of Colorado Hospital could increase their ability to help the parents of long-term-stay babies.

Advocacy

The March of Dimes champions the well-being of mothers and infants. In 2009, the Colorado chapter provided leadership to ensure that Colorado's pregnant women are screened for HIV and that at-risk fetuses receive prenatal treatment to guard against transmission of the disease during pregnancy. Chapter volunteers were also instrumental in the passage of legislation that reduces the risks of fetal alcohol spectrum, a preventable birth defect. This action will, among other methods, place signs in liquor stores warning of the dangers of drinking while pregnant.



2010 mission programs

Research—Total \$1,698,446

Colorado State University—Fort Collins

· Jennifer DeLuca, PhD—\$150,000—Division of cells related to miscarriages and birth defects.

University of Colorado—Boulder

· Mark Winey, PhD—\$217,897—Protein function related to birth defects.

University of Colorado—Denver

- Eva Gracyk, MD—\$248,290—New treatments for infants at risk for lung disease.
- Caroline Kulesza, PhD—\$150,000—Transmission of viral induced birth defects.
- James McManaman, PhD—\$359,489—Inflammation triggers for premature birth.
- Changwei Lui, PhD—\$150,000—Protein degradation related to infant diseases.
- Matthew Taylor, MD, PhD—\$272,770—Genetic causes of mental disability.
- Virginia Winn, MD, PhD—\$150,000—Develop drugs to prevent and treat preeclampsia.



Services—Total \$241,848

CenteringPregnancy® initiative

The Colorado chapter has launched an evidenced-based project using the CenteringPregnancy group healthcare model to provide support and empowerment to pregnant women. This form of prenatal care has proven to be extremely effective in fostering healthy pregnancies and babies. The 2010 partners in this project include Clinica Family Health Services in the Boulder area, Peak Vista in Southern Colorado and Salud Family Health Centers in the metro area and Fort Collins.

Late preterm birth initiative

The majority of premature birth in the U.S. is within 34 to 36 weeks of pregnancy. This is called late preterm birth. Its rate increased 18% between 1995 and 2005, and accounts for the majority of the increase in prematurity overall. About one-quarter of all early births result from medical interventions such as Caesarean sections and labor inductions. A two-pronged (healthcare provider and general public) health campaign launched by the chapter will be aimed at informing, educating and impacting behaviors that may reduce late preterm birth.

March of Dimes NICU Family Support®

March of Dimes NICU Family Support is an innovative, signature program that provides critical information, education and emotional support to families with babies in a neonatal intensive care unit (or NICU). Housed at The Children's Hospital, the program places special emphasis on families transferred for neonatal care from across Colorado and other western states.

Education

Statewide public education regarding infant and maternal health includes providing materials, participating in health fairs and coordinating media activities. Professional education incorporates conferences, workshops, grand rounds and distribution of materials.

Advocacy—Total \$18,933

Colorado volunteers influence policy made by national and state decision-makers for the health benefit of babies, kids and moms. Our current advocacy priorities include healthcare access for infants, children and pregnant women, and birth defects monitoring.

2009 sponsors and donors

Corporate sponsors

\$100,000 & above

Loaf 'N Jug

\$25,000—\$49,999

CIGNA HealthCare of Colorado
Farmers Insurance Group
Jackson National Life Insurance
The Children's Hospital

\$10,000—\$14,999

Bank of the West
Carnival Cruise Lines
Colliers International
FirstBank
St. Mary's Hospital & Regional Medical Center

\$5,000—\$9,999

American National Bank
Aon
Ascendant Development Corporation
Big Sticks Invitational Golf Tournament
CH2M HILL
Citi
Lockton Companies
Penrose-St. Francis Health Services
Poudre Valley Hospital
Rocky Mountain Health Plans
Russell's Convenience
Sanofi Pasteur
TCF Bank

\$2,500—\$4,999

Avista Adventist Hospital

Ball Corporation
Brownstein Hyatt Farber Schreck
CB Richard Ellis
Centura Health St. Anthony Central Hospital
Choice Hotels International
Chubb
Davis Graham & Stubbs
Denver Health
Exempla Saint Joseph Hospital Women & Children's Services
FedEx
Golfing for Babies...In Honor of McKenna
Graebel
Grubb & Ellis
Kaiser Permanente
Kohl's
Memorial Health System
Moody Insurance Group, Inc.
Mountain Aire Medical Supply Inc.
Moxie Media Group
Neidiger Tucker Bruner Inc.
NET Source
New West Physicians
Palisade Pharmacy
Pikes Peak Maternal Fetal Medical Center
Premier Members Federal Credit Union
Renewal by Andersen
Robinson Dairy
RR Donnelley
Snell & Wilmer
Sprint Nextel
St. Anthony Health Foundation
St. Charles Capital
Ware Malcomb
Williams Energy & Production

\$1,000—\$2,499

Charles Schwab
Colorado Perinatal Care Council
Coors
Express Scripts Foundation
Famous Footwear
Lennie's Subs
Nevaeh Memorial Golf Tournament
Philips Respironics
Sam's Club
Walmart

Individual donors

\$25,000—\$49,999

Clifford Jack

\$10,000—\$24,999

Robert S. London, MD

\$5,000—\$9,999

Pamela and James Hegarty
Robert Von Eschen

\$2,500—\$4,999

Jeremy Brady
Robert Marshall
Bob Vizas

\$1,000—\$4,999

Ed Anderson
Jason Baldwin
Heather and Graham Benes
Susan Bouck
Chuck and Robbie Breaux
Pat Broe
Chris Carey, MD
Daryl Edmonds
Randy Gardner
Rob Gibson
Shelly Goodchild
Jim Grange
Lynn and David Herlinger
Barbara Holtzman
ISEC Foundation
Larry King
Sharon Langendoerfer, MD
Jeff Marks
Mike Masters
Scott Matthews
Daniel Nemmers
Richard Ostberg
Bruce Porter
Gina Roesener
Michelle Shepston
Jody Soper
Jenny Stevens
Dylan Taylor
Janice Thompson
Ty Investments
Marcena Witherly
Dan Woodward

volunteer leaders

Colorado chapter board of directors

Clifford Jack - Chair

Executive Vice President & Chief Distribution Officer
Jackson National Life Insurance

Jandel Allen-Davis, MD

Vice President, Government & External Relations
Kaiser Permanente

Jason F. Baldwin

Senior Vice President
Healthcare and Executive Services Group
Compass Bank

Graham T. Benes

President & Chief Executive Officer
Ascendant Development Corporation

Susan Bouck

Gary Campbell

President & Chief Executive Officer
Centura Health

Chris Carey, MD

Director, Obstetrics & Gynecology
Denver Health

Daryl Edmonds

President & General Manager
CIGNA HealthCare of Colorado

Stephen K. ErkenBrack

President & Chief Executive Officer
Rocky Mountain Health Plans

Randy Gardner

Vice President, Information Technology
FedEx

Matt Knoedler

Public Policy Advisor
Patton Boggs

Mike Schrader

President, Creative Director
Moxie Media Group

Mark Sunderhuse

Managing Director
Red Rocks Capital

Valencia "Faye" Tate

Vice President
CH2M HILL

Dylan E. Taylor

Chief Executive Officer USA
Colliers International

Denver division board of directors

Graham T. Benes – Chair

President & Chief Executive Officer
Ascendant Development Corporation

Luis Colon

President & General Manager
Colon-Collawn

Adam Feldman

Attorney at Law
Brownstein Hyatt Farber Schreck

Kathy Fritch

Senior Sales Representative
RR Donnelley

Elizabeth A. Kincannon, MD

Neonatologist
CO Permanente Medical Group

Sharon Langendoerfer, MD

Pediatrician
Denver Health

Robert S. London, MD

General Manager & President
ikaSystems

Daniel Nemmers

Executive Vice President
Lockton Companies

Michelle Shepston

Partner
Davis Graham & Stubbs

Jody G. Soper

Executive Director of Marketing & Communications
The Children's Hospital

Sallie Vanasdale

Director, Events & Sponsorship Management
CIGNA

Ty Young

Managing Director
FedEx

Southern Colorado division board of directors

Randy Gardner – Chair

Vice President, Information Technology
FedEx

Ann Giambalvo

Southern Region Marketing Officer
American National Bank

Amie Hollard, MD

Maternal-Fetal Medicine
Memorial Health System

Laureen Keith

Owner
Insight Marketing

Matt Roselle

District Manager
Farmers Insurance Group

Frank Thornburg, RN, MSN, CNA

Vice President of Nursing
St. Francis Medical Center

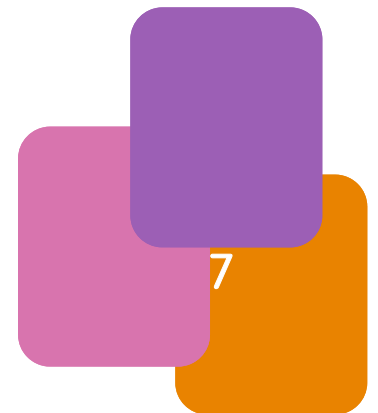
Western Colorado division board of directors

Peter Aldoretta, MD

Director of Neonatology
St. Mary's Hospital & Regional Medical Center

Justin Kawcak

Mesa State College Phi Beta Lambda



connect and join with us

How to reach us

Colorado chapter headquarters

303-692-0011

Denver division office

Denver Metro and Northern Colorado
303-692-0011

Southern Colorado division office

Colorado Springs and Southern Colorado
719-473-9981

Pueblo

719-586-9920

Western Colorado division office

Grand Junction and Western Colorado
970-243-0894

Colorado chapter website

marchofdimes.com/colorado

Connect with our chapter elsewhere

twitter.com/marchofdimesco

youtube.com/marchofdimesco

Healthy mom/healthy baby information and questions

marchofdimesbaby.org

En Español

nacersano.org

Sign up for our monthly newsletter and make a donation online

marchofdimes.com/colorado

Our 2010 calendar of events

March for Babies

Saturday, April 24

Boulder, Colorado Springs, Denver, Grand Junction, Greeley, Larimer
County, Pueblo

NICU Family Reunion

Sunday, June 13

Aurora

MUDD Volleyball

Saturday, August 7

Aurora

Jail & Bail

Summer-Fall

Statewide

Signature Chefs Auction

Fall

Boulder, Colorado Springs, Denver, Grand Junction

Frontiers in Pregnancy Research Symposium

Fall

Aurora

Prematurity Awareness Month

November

Statewide