

EVERY MOTHER COUNTS

2017
IMPACT REPORT



2017 marked many milestones for Every Mother Counts. The community-based programs we fund in 7 countries around the world are meeting women and families where they are each and every day to ensure safe and positive birth experiences. It is a privilege to support them by providing supplies, expertise, visibility and capacity building.

The year also brought a number of natural disasters and humanitarian crises which took a huge toll on women and their families here in the U.S. and abroad. We were able to spring into action through grants from our Maternal & Child Emergency Fund - in Bangladesh, Nepal, Puerto Rico, St. Croix, Texas and Florida.

Since our first film, *No Woman, No Cry*, we have been utilizing storytelling to share the challenges and solutions in global maternal health and highlighting the women behind the statistics to inspire action. This year, we began laying the groundwork to expand the organization's advocacy and policy work, engaging new partners, offering allies additional ways to make a difference, and bringing more voices to the table. This is a critical time for these voices to be heard and to create lasting change.

I am excited to share with you the impact that we created together in 2017! Thank you for the critical role you have played in our success.

– Christy Turlington Burns

Every Mother Counts (EMC) is a non-profit organization dedicated to making pregnancy and childbirth safer for every mother, everywhere.

We believe that quality, respectful and equitable resources should be accessible to all mothers. By supporting women, we can improve the health and well-being of their families, communities and societies.



Too many mothers and mothers-to-be do not have access to essential and equitable care.



Each day, more than **800 women do not survive pregnancy** or childbirth.

That is **one woman every two minutes.**



Up to **98% of these deaths are preventable.**

Together, we can change this.

“Women are the key to successful development and ongoing progress. In the workforce, their ingenuity, determination, and hard work help our economies thrive. In the government, they offer valuable perspective that can inform policy and remove barriers.”

— DR. TEDROS ADHANOM GHEBREYESUS,
DIRECTOR-GENERAL OF THE WORLD HEALTH ORGANIZATION





Manuela Adelaida Tziquín Perenchu, 25 years old from Sololá, class of 2019, Corazón del Agua, Guatemala City

ACCOMPLISHMENTS TO DATE



\$14.2 million invested in public education, community engagement and grants.



656,733 lives impacted through our grantmaking.



We invest in the health of women and mothers. In 2017, we invested \$1.2 million into community-based health initiatives.



Each year, approximately 300,000 women and girls around the world do not survive pregnancy and childbirth. Every Mother Counts supports programs in places with some of the highest rates of preventable maternal deaths and disabilities, to ensure that every woman and girl has access to basic and lifesaving care.

The grantee partner organizations Every Mother Counts supports around the world are rooted in their local communities and are dedicated to improving access to critical and quality maternity care. Our grantee partners serve marginalized populations who often face discrimination and lack access to culturally-appropriate health services and resources.

Our grantmaking embodies a trust - and partnership - based approach that focuses on expanding and strengthening the maternity provider workforce, advancing effective models of care, and implementing proven, locally-based solutions. Before investing in these organizations, we cultivate relationships with each of them to gain an in-depth understanding of their approaches. During the course of the partnership, we work closely with each partner and its leadership to understand what they need to build their capacity to become a stronger and more sustainable organization.

WHERE WE WORK





In Bangladesh, more than 7,600 women die every year from pregnancy-related causes largely due to a shortage of trained healthcare workers in rural areas.

HOPE Foundation for Women & Children of Bangladesh works to improve the health of people living in low-income rural areas in Bangladesh, particularly women and children. Through comprehensive community health services provided by HOPE's hospital and health outposts, health worker training, and community outreach and education, HOPE delivers a high standard of care.

Our grant funding supports HOPE Foundation to provide women with complete pregnancy and safe delivery care, as well as postnatal and newborn care, including immunizations, health screenings, breastfeeding support and family planning.

PARTNER Since 2015
2017 GRANT SUPPORT \$150,000 | 2017-2018



Only 36% of Bangladeshi women receive postnatal care from a trained provider within two days of delivery.



Humaira Begum is expecting her third child. In her village, located miles from a properly-equipped clinic, many women give birth at home.

HOPE covers comprehensive maternity care for Humaira. Her delivery plan includes financial preparation and travel arrangements. If she faces any complications, HOPE will help her reach the hospital. With HOPE's assistance, Humaira can benefit from a safe delivery and quality antenatal care.





Indigenous Mayan women are twice as likely to die from pregnancy and childbirth related complications than non-Indigenous women.



Student midwife in clinical training with ACAM

Asociación de las Comadronas del Area Mam (ACAM) offers both women's and community healthcare and transportation, and leads continuing education clinics for local midwives and health workers.

Our grant funding supports ACAM's work to provide reproductive, maternal and newborn health care through their birth center and mobile clinics, as well as technical assistance and training for the comadronas.

PARTNER Since 2016
2017 GRANT SUPPORT \$80,000 | 2016-2018

Our grant funding in Guatemala in 2017 has had an impact on more than **3,430 lives.**

Asociación Corazón del Agua trains Indigenous midwives in Guatemala's first professional university-level degree program. The school recruits its students from high maternal-mortality regions and incorporates Indigenous traditions around pregnancy and birth.

Our grant funding supports the training and housing of the midwifery students and renovation of Corazón's birth center and clinic, which provides care for women on a sliding scale, subsidizes the cost of the school, and serves as a training ground for students.

PARTNER Since 2015
2017 GRANT SUPPORT \$99,000 | 2016-2018



Gabriela Meléndez Peláez,
Director & Academic Coordinator of Corazón del Agua, Guatemala City



Midwife, Gabriela, and Asociación Corazón del Agua graduates, comfort Sindy Mariette Ortiz during labor.

Founded by director and midwife, Gabriela Meléndez Peláez, Asociación Corazón del Agua is the country's first professional university degree program that incorporates Indigenous traditions. Midwives like Gabriela and Gloria drastically improve maternal health outcomes while providing culturally-relevant care in local languages.





The United Nations has classified Haiti as one of nine countries worldwide facing a severe midwifery workforce shortage. Mothers in hard-to-reach places like Mount Michele and Woch Milat in Cabestor have traditionally lacked access to skilled maternity care.



After a safe delivery at the Cabestor Birth Center in Haiti, mom, Marcenat Dady and her new son, Clyde, are visited at home by their Midwife, Michelle.

Midwives for Haiti offers a rigorous 12-month training program for Haitian nurses to become skilled birth attendants.

Our grant funding supports Midwives for Haiti's program that trains skilled birth attendants, operates a birth center and provides emergency transport in rural Haiti. 2017 marked the fourth class of Midwives for Haiti students trained with support from EMC.

PARTNER Since 2012
2017 GRANT SUPPORT \$205,000 | 2017

The Foundation for the Advancement of Haitian Midwives (FAHM) works to improve maternal health through a model that promotes leadership, networking, empowerment and education for — and by — Haitian midwives.

Along with the professional association of Haitian Nurse Midwives (the Association Des Infirmières Sages-Femmes D'Haiti, or AISFH) and UNFPA Haiti, FAHM organizes conferences and opportunities for midwives throughout Haiti, with the aim of advancing awareness and regulation of the field and uplifting their professional status.

Our grant funding supports general operations for FAHM to do this work.

PARTNER Since 2017
2017 GRANT SUPPORT \$30,000 | 2017-2018



Martine Jean-Baptiste with Haitian nurse-midwives at FAHM's bi-annual conference.



Midwives for Haiti has trained nearly 1/5 of the maternal healthcare workforce in Haiti.





An estimated 64,000 women die from pregnancy and childbirth related causes each year in India. Low-income and tribal women face systemic barriers when accessing the essential services that they need most.

Nazdeek works at the community level to provide legal education and to empower women to mobilize when their rights have been violated.

Our grant funding supports Nazdeek's training of paralegals. Their work enforcing the rights of women have ensured the provision of food and nutrition rations for pregnant and breastfeeding women, community toilet complexes, ambulances, and medical personnel.

PARTNER Since 2014

2017 GRANT SUPPORT \$50,000 | 2017-2018

42% of Indian mothers are underweight and anemic when they become pregnant.



Nazdeek trains activists to understand their rights based on the Indian constitution and to use practical tools to identify, document and report human rights violations.

Due to a lack of Accredited Social Health Activists (ASHAs), Nazdeek's paralegals discovered that pregnant women in Delhi were being denied key rights. In response, they engaged in months of monitoring, reporting and complaint filing. As a result of this work, the Delhi government deployed two ASHAs to the colony. Now, pregnant women and their newborns are receiving essential health services and entitlements such as nutrition and sanitation services.





In rural Tanzania, 84% of women who gave birth at home intended to deliver at a health facility, but were unable to due to distance and lack of transportation.

We Care Solar's "Solar Suitcase" is a low-cost technology that uses the sun's energy to provide reliable electricity, and includes lights for nighttime deliveries, outlets for charging medical devices and mobile phones, and a fetal doppler.

Our grant funding supports the installation of Solar Suitcases in 100 health centers in the Mara and Kagera districts.

PARTNER Since 2013
2017 GRANT SUPPORT \$112,237 | 2017-2018



Ujenzi Charitable Trust aims to transform healthcare delivery through innovation and collaboration.

Ujenzi Charitable Trust works in concert with Massachusetts General Hospital to train health workers in Tanzania's capital on the Uterine Balloon Tamponade (UBT) — a simple, last-resort device that effectively treats postpartum hemorrhage (PPH), saving lives and preventing unnecessary hysterectomies.

Our grant funding supports the training, staffing, implementation and data collection around the UBT devices.

PARTNER Since 2015
2017 GRANT SUPPORT \$77,500 | 2015-2018

Foundation for African Medicine and Education (FAME) is an inpatient and emergency hospital and outpatient clinic in Karatu that advances patient-centered care and provides healthcare worker training.

Our grant funding supports salaries and training of reproductive, maternal and child healthcare workers, as well as supplies and care provision.

PARTNER Since 2015
2017 GRANT SUPPORT \$130,000 | 2017-2018



Maasai Women Development Organization (MWEDO) helps Maasai women access education, health and economic opportunities. Maasai people, one of the most marginalized regions in Tanzania, often having little access to healthcare.

MWEDO runs a community health program, girls' schools and Fair Trade center. They are also building a new community maternity clinic.

Our grant funding supports this new community maternity clinic that will provide quality primary, maternal and pediatric health care. We also provide funding for pregnancy, delivery and postpartum care, and healthcare worker training.

PARTNER Since 2017
2017 GRANT SUPPORT \$102,000 | 2017-2018





The average distance to reach emergency hospital care in rural Uganda is over 10 miles. Many women give birth without skilled care because they are unable to access transportation to a clinic or hospital.

Baylor College of Medicine Children’s Foundation Uganda provides transportation and enables Ugandans to save for other important health expenses.

In 2017, our support ensured nearly 14,000 women and babies received care through transport vouchers for motorcycle taxis to reach health facilities, contributing to the Saving Mothers, Giving Life partnership in Uganda.

PARTNER Since 2014
2017 GRANT SUPPORT \$520,375 | 2015-2018

In 2018, Every Mother Counts will be supporting Baylor Uganda to transition from a transport voucher program in three districts to a more sustainable Village Savings & Loan model that will help communities plan for transport and other health costs. To get them started, motorcycles are provided to each village, along with education on the model.



Resta, a mother of three, lives in Kabingo Village, about 6 miles from the nearest health center. She experienced dangerous complications with her previous two births. When Resta went into labor in the middle of the night, Joseph Bagoza, one of the riders, transported her immediately to the hospital where she was able to deliver her baby safely.

The voucher program enabled Kobusinge Resta to reach medical services throughout her pregnancy and childbirth.



Mother, baby and Boda driver in Uganda.





The number of women who lose their lives giving birth in America has nearly doubled over the last 25 years and continues to rise.



Mother and daughter visiting Commonsense Childbirth for an antenatal check-up.

Commonsense Childbirth turns no one away, and helps women navigate the structural barriers of Medicaid, connecting them with social services and support.

Commonsense Childbirth's Easy Access Clinic provides women with high-quality prenatal and postnatal care, coupled with social support and targeted education, in multiple languages the women speak.

Our grant funding supports access to high-quality comprehensive pregnancy care, education and resources for low-income, at-risk mothers in Central Florida.

PARTNER Since 2013
2017 GRANT SUPPORT \$150,000 | 2017-2018

Changing Woman Initiative (CWI) in New Mexico works to renew and support Indigenous traditions around pregnancy and birth, improving maternal and community health in Native American communities.

We are supporting CWI to conduct community outreach to develop a culturally-relevant curriculum and program for CWI's Native American reproductive wellness and birth center, the first of its kind in the U.S. slated to open fall 2019.

The center will merge respect for tribal traditions and languages with modern, compassionate care and provide a platform for community health outreach.

PARTNER Since 2017
2017 GRANT SUPPORT \$86,021 | 2017-2018



Nicolle Gonzalez is a midwife, birth justice advocate and the founder of Changing Woman Initiative.



“Without your focus on the plight of American moms and families, we would not have been able to sustain our work. So few organizations will acknowledge what is and has been happening in plain sight for decades in the USA.”

Jennie Joseph is a midwife, women's health advocate and the founder and executive director of Commonsense Childbirth.



MATERNAL AND CHILD HEALTH EMERGENCY FUND

Every Mother Counts' Maternal and Child Health Emergency Fund allows for rapid response to women and children during times of natural disaster, armed conflict and public health crises.

During a humanitarian crisis when women and children are particularly vulnerable, the breakdown of health systems can cause a dramatic rise in preventable maternal deaths.

2017 EMERGENCY GRANTS



HOPE FOUNDATION: BANGLADESH \$35,000

Provided care for Rohingya refugees fleeing Myanmar.

Photo by Josh Estey.



ONE HEART WORLDWIDE: NEPAL \$25,000

Provided pregnancy care and rebuilt a clinic after the earthquake.



CIRCLE OF HEALTH INTERNATIONAL (COHI): PUERTO RICO \$30,000

Supported families after Hurricane Maria.

Photo from COHI.



CIRCLE OF HEALTH INTERNATIONAL (COHI): TEXAS \$39,075

Supported families affected by Hurricane Harvey.

Yolanda is COHI's Hurricane Harvey evacuee support coordinator, helping identify and support Texan families in need. She herself is an evacuee.

Photo from COHI.



WE CARE SOLAR: ST. CROIX \$3,600

Provided relief to the St. Croix community after Hurricane Maria.



COMMONSENSE CHILDBIRTH: FLORIDA \$18,600

Provided education on Zika Virus prevention.

Jennie Joseph at the Easy Access Women's Health Clinic during Zika Friday's, an informational meeting on Zika prevention, support and education.





We amplify women's voices.
Our public education campaigns highlight the challenges and solutions to improving maternal health to build an educated community.

Drawing from years of experience in documentary film and photography, we highlight the stories of women and healthcare providers to bring a face and a voice to the statistics.



Photojournalist and documentary filmmaker, Janet Jarman, in Guatemala



Director, filmmaker and artist, Nicole Mackinlay Hahn, in Louisiana





The **United States** is one of 13 countries globally with a **rising maternal mortality rate** and the only industrialized country where mortality is on the rise.

Brianna Harris, featured in 'Giving Birth in America: Louisiana'

STORYTELLING

Our *Giving Birth in America* series examines the factors contributing to America's maternal health crisis.



- Launched a multi-platform educational campaign about the state of maternal health in the United States to coincide with the release of our short documentary film, *Giving Birth in America: Louisiana*, the fourth installment of the series.
- Began production on our latest installment of *Giving Birth in America: California*, premiering in partnership with CNN in Fall 2018.



Dr. Cristina Gamboa, MD, Obstetrician/Gynecologist in California.

REACHING NEW AUDIENCES THROUGH FILM: GIVING BIRTH IN AMERICA

SCAD: THE SAVANNAH FILM FESTIVAL

Screened *Giving Birth in America: Louisiana* as a part of the Global Shorts Forum: Wonder Women, in Savannah, Georgia.



GREENWICH FILM FESTIVAL

Screened *Giving Birth in America: New York* and *Louisiana* and honored our founder and CEO, Christy Turlington Burns with the 2017 Changemaker Award.



Teneshia, *Giving Birth in America: Louisiana*



Erika Angélica López Hernández,
Midwife, Class of 2016,
Asociación Corazón del Agua,
Guatemala.

STORYTELLING

FILM: CON MADRE

Con Madre follows the midwifery students from Asociación Corazón del Agua in Guatemala City and their traditional midwife mentors, who are working together to provide culturally-appropriate care to Indigenous women. The film highlights the importance of midwifery care in Guatemala, one of the most dangerous countries in Central America to give birth.

"These Indigenous women are saving lives one birth at a time."

— NATIONAL GEOGRAPHIC



REACHING NEW AUDIENCES

THE APHA GLOBAL PUBLIC HEALTH FILM FESTIVAL

Screened *Con Madre* and *Giving Birth in America: Louisiana*, followed by a Q&A with Janet Jarman, Director of Photography on *Con Madre*, and Nan Strauss, Director of Policy and Advocacy.

ICARO FESTIVAL INTERNACIONAL DE CINE

Screened *Con Madre* at the film festival in Antigua and Guatemala City, Guatemala, as part of their international Short Film Selection.

STORYTELLING



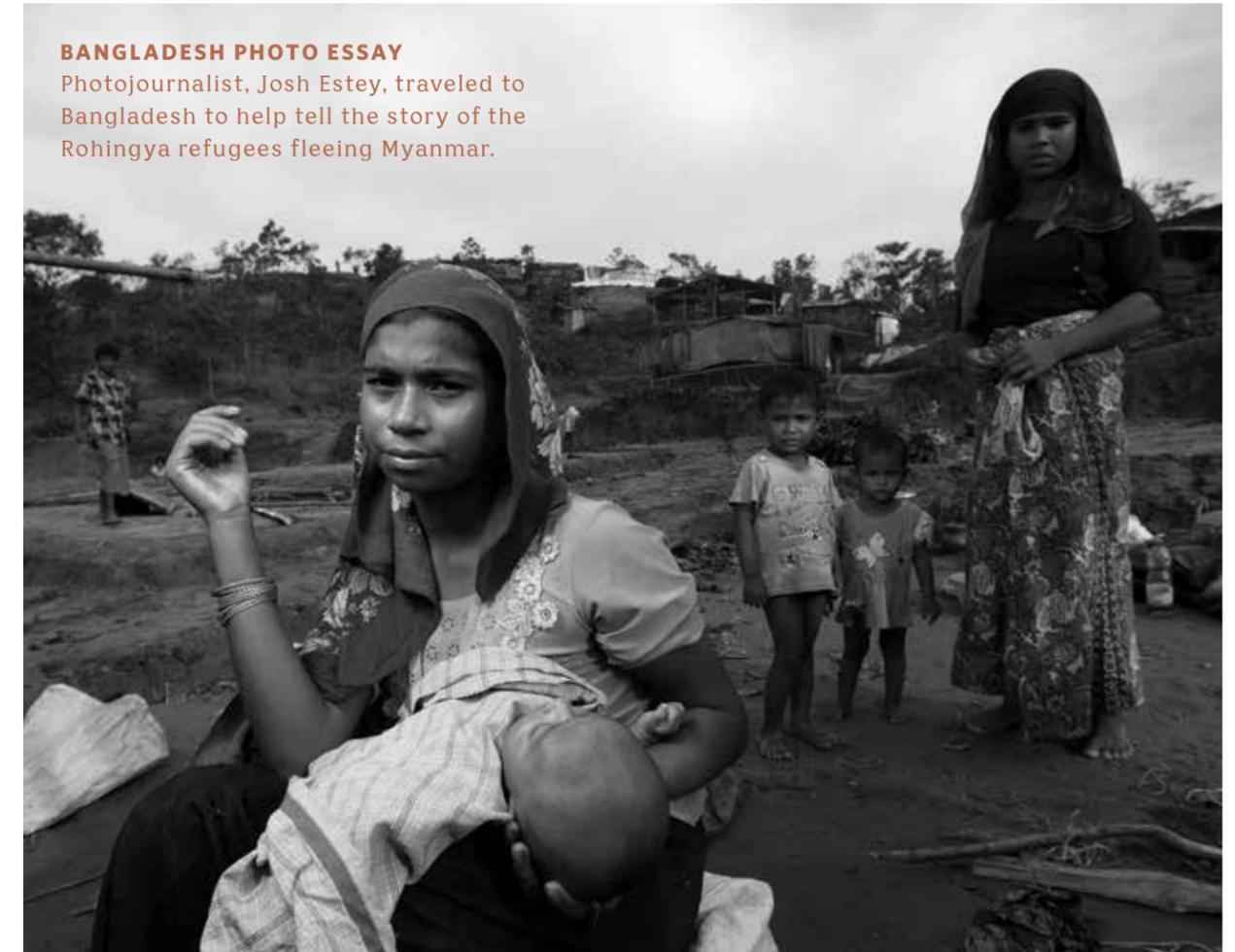
HAITI PHOTO ESSAY

Photojournalist, Monique Jacques, traveled to Haiti to document the work of Midwives for Haiti at the Cabestor Birth Center. *The Washington Post* featured the photos in June 2017.



GUATEMALA PHOTO ESSAY

Photojournalist/filmmaker, Janet Jarman, returned to Guatemala to document the midwives of our grantee partners. *NationalGeographic.com* featured the photos in January 2018.



BANGLADESH PHOTO ESSAY

Photojournalist, Josh Estey, traveled to Bangladesh to help tell the story of the Rohingya refugees fleeing Myanmar.



NEPAL PHOTO ESSAY

Following the 2015 Gorkha earthquake in Nepal, photojournalist, Josh Estey documented the Melamchi clinic and One Heart Worldwide, a recipient of solar power through an emergency grant.

MOTHER'S DAY CAMPAIGN

This year, we expanded our commitment to advancing systemic changes. We introduced an advocacy and policy platform to mobilize communities to take action.

MARCH FOR MOMS: WASHINGTON, DC

Every Mother Counts Founder/CEO, Christy Turlington Burns, and Midwife and Founder/CEO of Commonsense Childbirth, Jennie Joseph, participated in the inaugural March for Moms to speak about the U.S. maternal health crisis and inspired others to take action.



Christy Turlington Burns speaks at March for Moms in Washington D.C.

We launched an awareness campaign to drive action.

PASS THE ORANGE ROSE

The Orange Rose is a powerful symbol and reminder that safer motherhood is possible.

IMPACT:

The campaign reached more than

61.6 million people

on social media.

There were more than

1 million views

of our Mother's Day PSA.

Overall, the campaign gained

17,000 new followers

on social media.



CORPORATE PARTNERSHIPS

We partner with companies that deeply connect with EMC's mission.

NOTABLE PARTNERS

Lifeway

Lifeway has been a major supporter since 2013. In 2017, they were the title sponsor of LoveEMC. In addition, CEO, Julie Smolyansky, has run races and fundraised for EMC, including the Berlin Marathon in 2017.



Lifeway CEO, Julie Smolyansky, after running for Every Mother Counts.

Clare V.

LOS ANGELES

Founder and CEO, Clare Vivier, has been a partner since 2015. She has designed special Every Mother Counts products for Mother's Day and Holiday, and has run a number of races with Team EMC.



Clare Vivier with fellow runners, Carey Socol and Michelle Jassem, during the Kilimanjaro Half Marathon in Tanzania.



We are building a community of passionate allies and engaging runners, donors and volunteers. We link these supporters with mothers and maternity care providers all around the world.

COMMUNITY IMPACT:



over 10,000 donations



\$4.8 million raised



Dr. Neel Shah, Assistant Professor at Harvard Medical School and Co-founder of March for Moms; Nicolle L. Gonzales, BSN, RN, MSN, CNM of Changing Women Initiative; Christy Turlington Burns; and Chanel Porchia-Albert, Founder of Ancient Song Doula Services at March for Moms in Washington, D.C.

EMC staff and friends at the Women's March in Washington D.C.



RUNNING & FITNESS PROGRAM

Millions of women around the world live great distances from a trained provider or medical facility. Transportation is extremely limited and cost-prohibitive. We run so that mothers can access the critical maternity care they need.



Kristen Kirkland, Clare Vivier, Christiane Lemieux, Clancy McCarty and Christy Turlington Burns run the Kilimanjaro Half and Full Marathon.



Supporter and active volunteer, Andre Post, after running the 2017 Portland Marathon.



A team of 25 runners traveled to Berlin to run the BMW-Berlin Marathon on behalf of Every Mother Counts.



Herieth Paul, along with Disco Meisch and her children Kiza, Methody, Mavumbi and Ezekiel Meisch in Tanzania after completing the Kilimanjaro Half Marathon.

IMPACT:

IN 2017

**563 runners, 9,441 miles,
150 races, 5 continents
12 countries and 69 cities**

all in EMC fundraising and awareness support.

ON CHARITY MILES

5,560 people

48,933 workouts

4,005 people set Every Mother Counts to their organization of choice on the Charity Miles app.



**PUBLIC EDUCATION AND
COMMUNITY ENGAGEMENT**

- Bank of America Vital Voices event on women's economic and social health in Charlotte, N.C.
- The Brilliant Minds Symposium in Stockholm, Sweden
- TEDWomen Conference in New Orleans, L.A.



Christy Turlington Burns at TEDWomen.



Sera Bonds, Founder and CEO of Circle of Health International, speaks at LoveEMC at the Bowery Hotel in New York City.

We host inspiring events that put women front and center.

HIGHLIGHTS

MPower

Our annual Mother's Day luncheon in New York City and San Francisco.

LoveEMC

An annual event to benefit Every Mother Counts in New York City.

Jennie Joseph,
Master Midwife and
Founder/CEO of
Commonsense Childbirth Inc.,
speaks at MPower Luncheon
in New York City



FINANCIALS

\$4.8 million raised in 2017

marking the highest annual donations to-date.

Record level of investments in public education, community engagement and grants

totaling \$3.9 million.

91¢ of every dollar was invested

in Every Mother Counts programs in 2017.

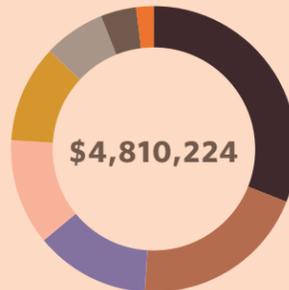
INVESTMENT FOCUS AREAS

- **Community Engagement** \$1,408,277 (37%)
- **Grant Giving** \$1,243,822 (32%)
- **Public Education** \$849,452 (22%)
- **G&A/Fundraising** \$365,572 (9%)



SOURCES OF FUNDING

- **Corporate** \$1,491,281 (31%)
- **Running + Fitness** \$952,800 (20%)
- **Events** \$614,752 (13%)
- **Product Partnerships** \$575,654 (12%)
- **Foundations** \$515,814 (11%)
- **Individuals (Gen Pop)** \$333,281 (7%)
- **Investments/Misc.** \$181,892 (4%)
- **In-Kind** \$144,750 (2%)



Every Mother Counts meets the
20 Standards for Charity Accountability.



Thank you

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SNOO
Springsteen On
Starling Project
Sushi on Jones
The Class by
Taryn Toomey
The Smile
The Spaniard

Tiffany
To the Market
Tracie Martyn
Uchu
VHH
Vinegar Hill House
Wolffer Estate

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Rachelle Hruska
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Johnny Wahba
Sam Buffa &
Jean Adamson
Samantha Huggins
Sara Moonves
Seth Brau
Ulla Johnson



Our vision is a world where every woman has the opportunity to enter motherhood and not only survive, but thrive.

We are realizing this vision by engaging communities, thought leaders and a broad range of partners to improve access to quality, respectful and equitable maternity care for all.

Looking forward, our priorities for 2018, include deepening relationships with all of our partners and community members, while expanding initiatives to create policy and system change across a range of maternal health issues. Education, engagement and grantmaking remain central to what we do, and this year we plan to further develop this component of our work by building capacity on our team to support more advocacy efforts.

We are proud of what has been achieved so far and are excited about the opportunities to work together with each of you to continue to make strides forward. The need for change is as great as ever, as we continue to challenge ourselves with the question, *what does impact look like in 2018 and beyond?*

Thank you for your attention and continued support.

- Founder and CEO,



"Life's most persistent and urgent question is, 'what are you doing for others?'"

— MARTIN LUTHER KING, JR.



EVERY MOTHER COUNTS

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