



EVERY MOTHER COUNTS

2018
IMPACT REPORT

Dina and daughter,
Kiteto, Tanzania



Christy (center) in Tokyo at the finish line of her 8th TeamEMC marathon.

Never in recent history has the issue of maternal health in the United States been more important. Over the last two decades, maternal mortality rates have doubled in the U.S., and rates of potentially fatal complications of pregnancy and childbirth have also risen sharply.

Our team worked harder than ever in 2018 to accelerate our work and address the contributing factors to these staggering and unacceptable statistics. We kicked the year off by participating in New Jersey’s first-ever Maternal Health Awareness Day, followed by a Capitol Hill briefing where we partnered with the American College of Nurse-Midwives, the American College of Obstetricians and Gynecologists and others to brief Congress on the need to address shortages of maternity care providers in rural and urban

areas. We supported Black Mamas Matter Alliance’s inaugural Black Maternal Health Week and joined advocates and providers to raise national awareness in the second annual March for Moms in Washington D.C. We worked with lawmakers to push maternal health to the top of their agendas and, as a result, ended the year with a number of wins. The Governor of New York instituted Maternal Health Awareness Week and two federal bills were signed into law: the Preventing Maternal Deaths Act that aims to help states review pregnancy-related deaths and complications to save lives going forward, and the Improving Access to Maternity Act, legislation that directs the government to identify and fill shortages of obstetricians and midwives.

We continued to elevate women’s voices through storytelling and premiered *Giving Birth in America: California*, the fifth installment in our *GBA* documentary series, at the San Francisco Film Festival.

Going into 2019, Every Mother Counts is well positioned to be a key force of continued momentum, both in the United States and globally. We are grateful for the commitment and support from all our partners, and hope that we can count on you as we continue to push for progress and lasting change on behalf of every mother, everywhere.

With gratitude,

Christy Turlington Burns
Founder, Every Mother Counts

In 2018, EMC achieved the following milestones:



2
U.S. federal maternal health bills signed into law



25
films, screenings and events



200
health facilities equipped with portable solar power



627
health workers and advocates trained



46,237
women received skilled reproductive or maternal health care



8,682
women received postnatal education or visits

By investing 21 Grants in 18 Grantees across 8 Countries.



21
Grants



18
Grantees



8
Countries



OUR MISSION

Our mission is to make pregnancy and childbirth safe for every mother, everywhere.

Every two minutes, a woman dies from complications of pregnancy and childbirth—that’s more than 800 deaths every day around the world. We work to achieve quality, respectful and equitable maternity care for all by supporting high-impact programs and working collaboratively with partners and thought leaders to increase awareness and mobilize communities to take action for change.



Ana and child, Partimbo, Tanzania

FINANCIALS

SINCE 2012

\$14.2 Million

Invested in grants, public education and community engagement.

86 Grants

Advancing effective solutions that put women at the center.

21 Grantees

Working to improve access to quality, respectful and equitable maternity care.

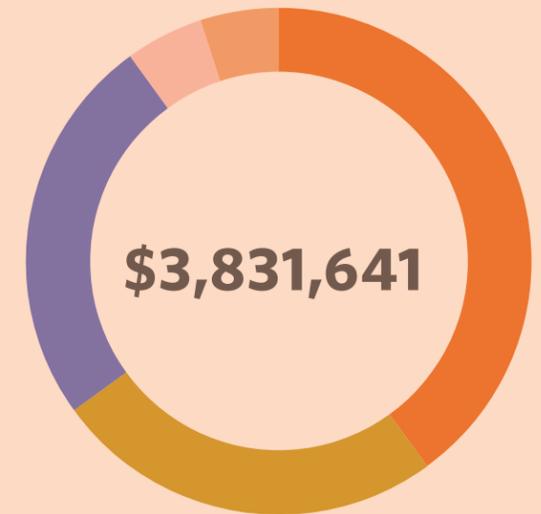
725,000+ Lives

Impacted around the world.

2018 FOCUS AREAS*

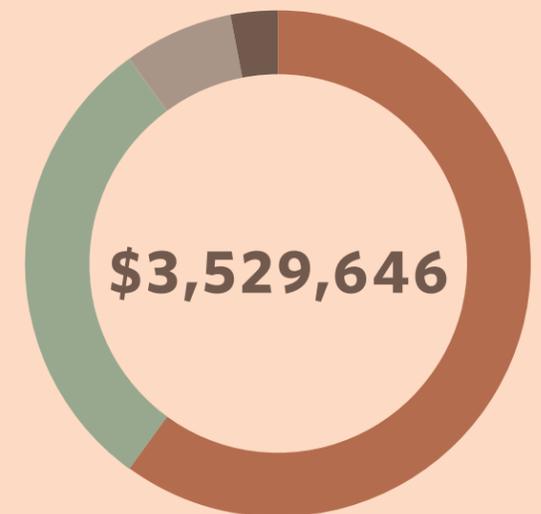
- Grant Giving \$1,255,106
- Public Education \$971,555
- Community Engagement \$908,499
- G&A \$343,148
- Fundraising \$353,333

**Unaudited as of December 31, 2018*



2018 SOURCES OF FUNDING

- Individuals \$2,224,065
- Corporate & Product Partnerships \$1,046,153
- Institutional Foundations \$231,977
- Investments/Misc. \$27,451



Ending Net Assets in 2018: \$4,279,309



Investments by region

- United States 23%
- Latin America 17%
- Caribbean 24%
- South Asia 17%
- Sub-Saharan Africa 19%



UNITED STATES

- Changing Woman Initiative†
- Commonsense Childbirth

GUATEMALA

- Asociación Corazón del Agua
- Asociación de Comadronas de Area Mam



HAITI

- Foundation for the Advancement of Haitian Midwives
- Midwives For Haiti*



Around the world, 300,000 women die every year from complications of pregnancy and childbirth. Millions more suffer life-threatening complications.



INDIA

- Nazdeek

BANGLADESH

- HOPE Foundation for Women & Children of Bangladesh



UGANDA

- Baylor College of Medicine Children's Foundation Uganda

TANZANIA

- Foundation for African Medicine and Education (FAME)
- Maasai Women Development Organization (MWEDO)



INDONESIA

- Bumi Sehat



KEY:

- CORE GRANTEE PARTNERS
- EMERGENCY GRANTS

* Continuation of 15-month grant disbursed in 2017

† Continuation of 18-month grant disbursed in 2017



We invest in organizations based in the communities where they work.

Working with local partners in historically underserved communities, we help deliver high-impact, low-cost solutions to improve maternal health outcomes. We engage communities to advocate for systems change and elevate the voices of the care providers and women at the center of this work.

OUR GRANTMAKING IS GUIDED BY FOUR KEY PRINCIPLES:



We are strengthening the leadership capacity of the maternal health workforce worldwide.

When we invest in an organization, we invest in its leadership. We are committed to supporting groups led by women and people from the communities where they work, while helping build their capacity along the way in order to have outsized impact.

DR. FRANK ARTRESS AND SUSAN GUSTAFSON
Co-Founders and Co-Directors
 Foundation for African Medicine & Education

MARÍA AZUCENA FUENTES DÍAZ
President
 Asociación de Comadronas de Area Mam

GABRIELA MELÉNDEZ
Director and Academic Coordinator
 Corazón del Agua


MARTINE JEAN-BAPTISTE

JANE E. DRICHTA, MS, CPM, PGDIP
Executive Director
 Midwives for Haiti


NDININI KIMESERA SIKAR

Executive Director
 Foundation for the Advancement of Haitian Midwives

NICOLLE GONZALES, BSN, RN, MSN, CNM
Founder and Executive Director
 Changing Woman Initiative

Co-Founder and Director
 Maasai Women Development Organization

“Our goal is to help Haitian women have a voice; to help Haitian midwives have a voice and to help them with their leadership skills, and networking and organizing, so they can provide better care.”

JENNIE JOSEPH, LM, CPM
Founder and Executive Director
 Commonsense Childbirth

“When we started MWEDO, we felt as women that we needed to do something to support other women, and especially disadvantaged women so they could gain their rights to an education, their rights to healthcare and their rights to income.”

SUKTI DHITAL, JD
Co-Founder
 Nazdeek

DR. IFTIKHER MAHMOOD
Founder
 HOPE Foundation for Women and Children of Bangladesh

JAYSHREE SATPUTE
Co-Founder and Executive Director
 Nazdeek

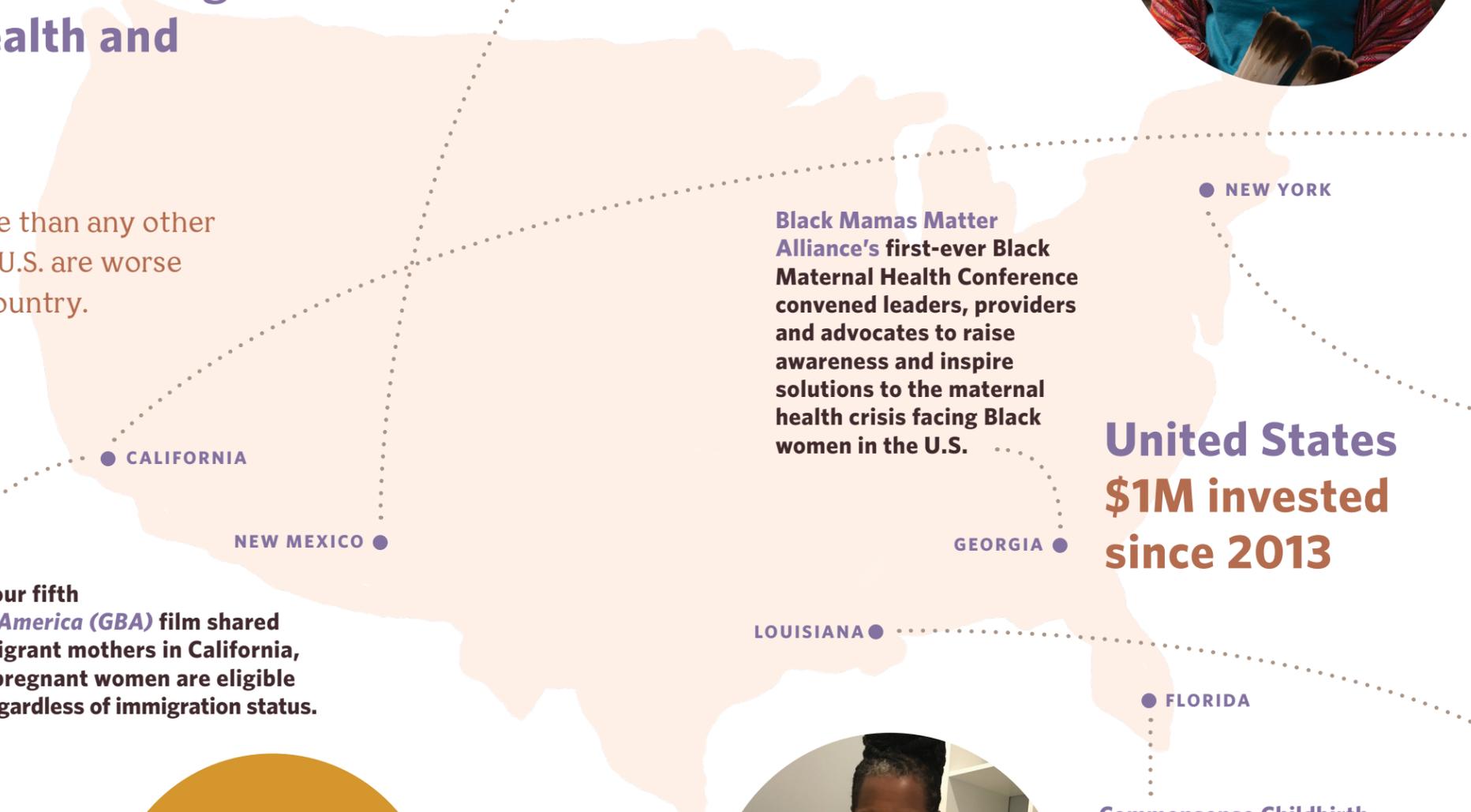
We are working harder than ever to improve maternal health outcomes in the United States by addressing social determinants of health and racial disparities.

Despite spending more on maternity care than any other country, maternal mortality rates in the U.S. are worse than in any other comparably wealthy country.



The launch of our fifth *Giving Birth in America (GBA)* film shared the plight of migrant mothers in California, a state where pregnant women are eligible for Medicaid regardless of immigration status.

Across the U.S., Black and Native American women are three times more likely to die from complications of pregnancy and childbirth than white women.



Changing Woman Initiative, a Native American-centered women's health collective, focuses on growing public awareness around Native American maternal health issues and promoting traditional Native birthing practices.



Black Mamas Matter Alliance's first-ever Black Maternal Health Conference convened leaders, providers and advocates to raise awareness and inspire solutions to the maternal health crisis facing Black women in the U.S.



United States \$1M invested since 2013

Commonsense Childbirth founder Jennie Joseph's standard of maternity care, aptly named "The JJ Way," was featured in the *New York Times* as one of the most promising models for eliminating health disparities in birth outcomes among marginalized women of color.

DOULA COLLECTIVES ACROSS THE US

We're investing in community-based doula programs: an enhanced model of doula care that provides comprehensive, culturally-appropriate support to people in communities with a greater risk of poor maternal outcomes.

SisterWeb's Telar de Comadres program trains, mentors and fosters the leadership of Spanish-speaking, Latinx doulas to expand culturally-relevant care to San Francisco's underserved families.

Ancient Song Doula Services' third annual Decolonize Birth conference examined how racial and gender disparities disproportionately impact the experiences and outcomes of women and families of color.

Birthmark Doulas Collective is a birth justice organization in Louisiana making doula care more accessible to all women regardless of income.

We support programs that are increasing access to compassionate, professional providers such as midwives.

In many countries, women lack access to community-based health facilities, culturally-appropriate services and providers who speak their language.

Haiti \$1.1M invested since 2012

In Haiti, where the **maternal mortality rate is the highest in the Western hemisphere and where the majority of women give birth at home with unskilled providers**, there is an enormous need for midwives to have access to professional development, supplemental training, and a support network advocating for them at the national level.

Run by Haitian midwives, the **Foundation for the Advancement of Haitian Midwives (FAHM)** is increasing the number and efficacy of midwives in Haiti. By helping **FAHM** provide training, networking opportunities and support for other Haitian midwives, we are addressing the country's critical shortage of health workers needed to save mothers' lives.

Midwives for Haiti's rigorous 18-month midwife training program has graduated more than 20 percent of the country's total skilled maternity care workforce. These providers have gone on to serve thousands of women throughout Haiti, particularly in rural areas where the need for skilled birth attendants is greatest.



Guatemala \$400K invested since 2015

Guatemala's Indigenous midwives, *comadronas*, act as vital links to important cultural traditions and are the principal source of care for Guatemala's most at-risk populations—Indigenous mothers and babies. Unfortunately, they face widespread discrimination at clinics and hospitals.

In Guatemala, the only Latin American country with a majority Indigenous population, having access to providers who speak the same language and understand the important of local birthing customs is essential to achieving respectful, equitable care for all moms. We are strengthening a workforce of *comadronas* who provide skilled, compassionate and culturally-sensitive maternity care to the country's Indigenous mothers, while working with institutional and government leaders to elevate their profile and better integrate their services.



In June, we brought together members of the country's parliament with *comadronas* from two of our local grantee partners to discuss the vital role Indigenous midwives play as care providers for the country's most vulnerable populations.

Gabriela Meléndez, Director of **Asociación Corazón del Agua**, and team members from **Asociación de Comadronas de Area Mam (ACAM)**, helped facilitate this important dialogue.

We celebrated this convening with a screening of our documentary film, **Con Madre**, for the first time in Guatemala at the Museo Ixchel del Traje Indígena, the country's only museum dedicated to Indigenous dress.



We are committed to ensuring all women have the knowledge, tools and opportunities to use their voices to hold health systems accountable.

Maternal health is a human right. We fight on behalf of some of the world's most marginalized women, from refugees in Bangladesh to tea workers in India.



The Rohingya refugee crisis continued to be one of the largest and fastest-growing humanitarian crises of the year.

When the government of Bangladesh called on partners for help, we increased our funding for **HOPE Foundation for Women and Children** to step up. With our help, HOPE Foundation for Women and Children of Bangladesh built a new field hospital in Cox's Bazar for Rohingya women and children to receive more comprehensive maternal and child health care services.



Fatima Khatum was one of countless Rohingya women who received care from HOPE

Bangladesh \$300K invested since 2015

India \$200K invested since 2014



We enabled Nazdeek, a legal empowerment organization based in Assam, India, to conduct a skill-sharing workshop with the HOPE Foundation for Women and Children of Bangladesh.

Over the course of several days, Nazdeek trained HOPE staff on Bangladesh's laws and policies around maternal health rights, as well as expand their capacity and knowledge to strengthen the organization's work with some of Bangladesh's most vulnerable populations. At the same time, Nazdeek was able to develop new partnerships to advance their goal of developing a long-term training and legal empowerment strategy in Bangladesh.

ASSAM, INDIA

is the world's largest tea growing region. Many of the women in Assam pick tea leaves six days a week for low wages and rarely receive the health benefits guaranteed to them by Indian law. Nazdeek's Indigenous Adivasi grassroots activists are mobilizing hundreds of women tea workers in Assam to learn and demand their rights as mothers.



The gap between the health services Indian women are entitled to and what they actually receive from government-run facilities is vast.



We bridge the distance to care by supporting community-based health facilities and supplying essential tools and medicines.

Access to quality health care facilities is an enormous challenge in rural Tanzania, where many women give birth at home with traditional midwives.

Our grant to **MWEDO (Maasai Women Development Organization)** helped establish a new community-based health facility in rural Kiteto that trains and works with traditional midwives to provide essential maternity care services to local Maasai women.

We supported the efforts of the **Foundation for African Medicine and Education (FAME)** to expand its services throughout rural northern Tanzania, as well as add an under-five vaccination program.

Tanzania \$1M invested since 2015



Uganda \$1.1M invested since 2012



Since our first grant to **Baylor College of Medicine Children's Foundation Uganda** in 2014, we've helped the organization provide care to nearly 200,000 women and babies.

Last year, we supported the transition of its transportation voucher program to a more sustainable Village Savings and Loan program. The new direction will help communities better plan and save for transportation and other healthcare costs.

Sub-Saharan Africa accounts for two-thirds of all global maternal deaths.

Around 60 percent of maternal deaths occur in places experiencing weather-related disasters, political upheaval or humanitarian crises.

DISASTER IN INDONESIA

In September, a 7.5 magnitude earthquake shook the island of Sulawesi, Indonesia. The ensuing tsunami and numerous aftershocks wiped out entire villages, killing thousands and displacing thousands more.

Within 48 hours, we issued an emergency grant to **Bumi Sehat** who began working with local midwives to establish safe birthing tents as well as distribute solar lights, water filters and lifesaving medical supplies to mothers and families in need.



In addition to Bumi Sehat, these organizations received emergency grants in 2018:

- ACAM (GUATEMALA)
- ASOCIACIÓN CORAZÓN DEL AGUA (GUATEMALA)
- COMMONSENSE CHILDBIRTH (U.S.)
- HOPE FOUNDATION FOR WOMEN AND CHILDREN OF BANGLADESH
- MIDWIVES FOR HAITI

Emergency Grants \$400K invested since 2014



COMMUNITY ENGAGEMENT

We're building a movement to make preventable maternal mortality history.

From conferences to races, fundraisers to film screenings, our global community of passionate supporters, providers, allies and partners are working tirelessly to raise funds, heighten awareness and amplify women's stories.



Celebrating at the Chicago Marathon finish line



Flor de Toloache performing at LoveEMC in San Francisco



4.29
BIG SUR MARATHON
Big Sur, CA

11.2
LOVE EMC
St. Joseph's Art Society
San Francisco, CA

11.4
GOLDEN GATE HALF MARATHON & 5K
San Francisco, CA

11.12
GBA: CALIFORNIA & GBA: LOUISIANA FILM SCREENING
Texas Theater
Dallas, TX

10.7
CHICAGO MARATHON
Chicago, IL

4.29
GBA: CALIFORNIA FILM SCREENING
Watsonville Film Festival
Watsonville, CA

11.2
GBA: CALIFORNIA FILM SCREENING
SFFILM Doc Stories
San Francisco, CA

4.12
CON MADRE FILM SCREENING
Presented by SerMujer
San Miguel de Allende, Guanajuato

10.13
"CHAMPIONS FOR CHANGE" ADVOCACY TRAINING
Chicago, IL



9.17
MATERNAL HEALTH TASK FORCE 10TH ANNIVERSARY CELEBRATION
Harvard University
Boston, MA

3.18
NYC HALF MARATHON
New York City, NY

11.29-30
BLOOMBERG AMERICAN HEALTH SUMMIT
Washington, D.C.

1.23
1ST MATERNAL HEALTH AWARENESS DAY
Rutgers University
New Brunswick, NJ

5.20
CON MADRE & GBA: LOUISIANA FILM SCREENING
American College of Nurse Midwives Annual Meeting
Savannah, GA

12.7-8
1ST NATIONAL BLACK MATERNAL HEALTH CONFERENCE & TRAINING INSTITUTE
Hosted by Black Mamas Matter Alliance
Atlanta, GA

6.12
MOTHER/CHILD LEARNING TOUR
Corazón del Agua & ACAM Site Visits
Antigua, Guatemala

5.24
24-HOUR SWIM-A-THON
YMCA
Greenwich, CT

11.4
NYC MARATHON
New York City, NY

10.5
THE WELL SUMMIT
Brooklyn, NY

9.22
DECOLONIZING BIRTH CONFERENCE
Hosted by Ancient Song Doula Services
Brooklyn, NY

4.7-8
IMPROVING ACCESS TO MATERNITY CARE ACT, S.783 BRIEFING
Capitol Hill
Washington, D.C.

5.6
MARCH FOR MOMS
Washington, D.C.

2.4
MOTHER/CHILD LEARNING TOUR
Midwives for Haiti Graduation
Port-au-Prince, Haiti



Orange Rose Award recipient, Elizabeth Dawes Gay (center)



5.11
MPOWER LUNCHEON
New York City, NY

10.23
GBA: CALIFORNIA PREMIER
New York City, NY



HAITI



Visiting ACAM in Concepción Chiquirichapa



Thank You

BOARD

Allison Gollust
(Board Chair)
Heather Armstrong
Leslie Blodgett
Christy Turlington Burns
Christiane Lemieux
Mariam Naficy
Liz Robinson

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Melissa Berger
Orla Coleman
Molly Farley
Heidi Flagg
Stephanie Freid-Perenchio
Anick Guira
Maca Huneus
Michelle Jassem
Patricia Lansing
Leigh Sherwood Matthes
Gina Peterson
Isabel Rose
Jill Vedder
Alexandra Wells

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Ashley Allred
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Steve Biggs
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Whitney Soule
Martha Cate Spencer
Traci Terry

Lauren Theurkauf
Roma Van Der Walt
Kelly Vigil
Kari Wheeler
Caitlin Young
Emily Zimmerman

CORPORATE AND INSTITUTIONAL SUPPORTERS

\$100K+
INDITEX
Merck Foundation
Minted

\$50 TO <\$100K

Bank of America
Merrill Lynch
Boedecker Foundation
Ford Foundation
Maybelline
Zadig & Voltaire

\$20K TO <\$50K

Clare V.
Coach
Farmgirl Flowers
H&M
Ingrid & Isabel
Merck For Mothers
Ritual
Select Equity Group
Foundation
The ShineMaker
Foundation
Solly Baby
Vintner's Daughter

\$15K TO <\$20K

Maison Margiela
Northeast Business
Group on Health, Inc.

\$10K TO <\$15K

Atria Management
Company
barre3
Done and Done Home
Rylee and Cru

\$5K TO <\$10K

Accenture
Greater Washington
Community Foundation
HATCH
Hazel Village
Joanna Czech
Leaves of Grass Fund

Lifeway Foods
Maggie Louise Confections
Montefiore Medical Center

OTHER SUPPORTERS

Billie
Lutz Morris

TEAM EMC RUNNERS RAISED \$10K+

Tiffanie DeBartolo
& Team ShineMaker
Carol Ann Emquies
Anick Guira
Elizabeth Lane
Carey Socol
Jill Vedder
Cecilia Wolfson

INDIVIDUALS

\$100K+
Leslie & Keith Blodgett

\$50 TO <\$100K

Alison & Paul Hewson
Jennifer & Mark Styslinger

\$20K TO <\$50K

Brenda & Rich Battista
Elizabeth & Gardner Lane
Janet & Thomas Montag
Fernanda Nogueira
Allie Pohlada &
Robbie Phillips
Gina & Stuart Peterson
Liz & Samuel Robinson
Loretta & Chris Stadler

\$15K TO <\$20K

Izabela Lopes Hawken
Lewy Family Foundation
David Mallitz
Joanne Ramos

\$10K TO <\$15K

Pam & Larry Baer
Melissa & Daniel Berger
Lillian & Lawrence Beshel
Christy Turlington Burns
Vanessa & Henry Cornell
Edward DeBartolo
Allison Gollust
Al-Mayassa bint Hamad
Al-Thani
Suzanne & Richard Kayne
Hilani & Neville Kerr
Nicholas Leone
Maria McManus &
Mark Gibson
Andrea & Adam Taetle
Eva Marie & William Price
Isabel Rose & Jeff Fagen
Leigh Sherwood Matthes
& William Matthes
Story Garschina Foundation
Adrian & Malgorzata Stroie
Megan & Judson Traphagen

\$5K TO <\$10K

Lynne & Marc Benioff
The Brotman Foundation
of California
Orla Coleman & Rikki Tahta
Amy Corso
Margaret DesGaines &
Steve Jang
Katy Falco
Emma & Jonathan Fine
Jaime Frankfurt
Tom Freston
Katie Grand & Steve Mackey
Anick & Alex Guira
Lisa Huffines
Kathryn E. Kamm
Christiane Lemieux
Marweld Family
Charitable Fund

Julie Miller
Ann & Kevin Morrison
Purvi Padia
Katie Smith Roberts
Fiona & Eric Rudin
Samantha Rudin
Adele & Louis Shamie
Amy & Fain Sutter
The Three Sisters
Foundation
Thrill Hill Foundation
Viniar Family Foundation
Viven Wang &
Stone Gossard
Alexandra & Spencer Wells
Yun Li
Samantha & Scott Zinober

EVENT SUPPORT MPOWER

Patricia Lansing
(Event Chair)
Frances F. Denny
(Photography)
Brenton Wolf
(Floral Design)

LOVE EMC

Lynne Benioff
Suzette & Jeff Clarke
Tiffanie DeBartolo &
Scott Schumaker
Margaret DesGaines &
Steve Jang
Leigh Sherwood Matthes
& Bill Matthes
Leslie & Nick Podell
Lisa Stone Pritzker
Alexandra & Spencer Wells

Ken Fulk's Magic Factory
Shelly Lindgren & A16

IN-KIND DONORS

Agmes
Barry's Bootcamp,
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Beverly Hills Hotel
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SAP Center
Sentio Travel
Single Thread
SoulCycle
Sugarfina
To the Market
Trailblazer Tavern

True Botanicals
Yumi
Yves Behar
Zero + Maria Cornejo

FILM CREDITS

Executive Producer:
Christy Turlington Burns
Director/Producer:
Clancy McCarty
Director of Photography:
Nicole Mackinlay Hahn
Aerial Cinematography:
Adam Guy
Editor: Josh Banville
Editor: Danya Abt
Sound Recordist/Field Producer:
Lindsey Cordero
Music: John Fredericks
Music: Evan Weiss
Music: Flor de Toloache

PHOTOGRAPHY CREDITS

Lynsey Addario
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Venetia Dearden
Josh Estey
Adam Guy
Monique Jacques
Janet Jarman
Clancy McCarty
Viviane Sassen

2018 SNAPSHOT

\$2.2M

Raised by
Individuals

708

Community
Fundraisers

38

Brand
Partners

17

Film
Screenings

3

EMC Events

RUNNING & FITNESS

500+

Runners

125

Races

5

Continents

12

Countries

52

Cities



**EVERY
MOTHER
COUNTS**

EveryMotherCounts.org



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