



HEALTHYbirthDAY
IMPROVING BIRTH OUTCOMES

CREATOR OF

Count
the Kicks

2023 ANNUAL REPORT

Healthy Birth Day, Inc.

515-650-8685

HealthyBirthDay.org | CountTheKicks.org

Changemakers like you make *Count the Kicks* a success

As I write this, we've already received letters from three moms just this week who say *Count the Kicks* helped their baby get here safely. When it starts to sink in what each story means — that's when I think about the community of people who made those success stories possible. It's doctors, nurses, midwives, community health workers, doulas, our staff, Board and Ambassadors, volunteers, advocates, donors, grantmakers and expectant parents who make stories like these happen — and lives are forever changed.

I hope you read these pages with awe for what a

community of changemakers has accomplished — from landmark stillbirth prevention legislation to getting *Count the Kicks* in the hands of millions of expectant parents.

Watch for this powerful movement to grow in 2024. Nothing can stop us, and more families need us. We hope this report inspires you celebrate progress and join us to do even more in 2024.

-Emily Price, CEO
Healthy Birth Day, Inc.

Organizational Updates

New Staff Members

We added four staff members to our team in 2023!



Sarah Coleman
State Expansion
Director



Sarah Hybels
State Expansion
Coordinator



Amanda Fletcher
Development
Director



Morgan West
Social Media
Manager

Thank You: Board Members

Our sincere thanks to *Healthy Birth Day, Inc.* Board Members Courtney Shaw and Dave Tucker who completed their terms at the end of 2023.



Courtney Shaw



Dave Tucker

We Moved!



Thanks to the generous support of people like you, our team moved into a new office space in April. Please update our address in your records:

Healthy Birth Day, Inc.
1820 N.W. 118th St., Suite 220
Clive, IA 50325

Baby Save: Meet Vittoria

"I was using the *Count the Kicks* app as recommended by my gynecologist. Everything had been going well until exactly week 37 when I went for my routine check-up in the morning. Everything was normal at my appointment.

The rest of the day she was perfect on movements. I counted the kicks at night. My baby was very responsive to the clarinet music that my husband played, and she moved a lot when he did. That night, I felt tired, so I rested for a bit around 7 p.m.

When it was time to *Count the Kicks*, I approached where my husband was. I spoke to Vittoria as I usually had done, and she didn't react. I touched my belly to make her move, but she didn't. I ate something sweet, and still, there was no movement. Finally, I told my husband to play the clarinet, and there was still no reaction.

We went to the emergency room around 10 p.m., and when we arrived, the doctor informed us that her heartbeat was there, she was breathing on her own, but she didn't pass the movement test within the estimated time. The doctor indicated that Vittoria was probably not comfortable there, and they needed to perform an emergency C-section for her well-being.

Vittoria was born the next day at 2:26 a.m., and we just celebrated her first birthday. She has been a blessing for us, and especially using the app helped me save her life." -Alexa D., Vittoria's mom

Editor's Note: Research shows fetal movement is best monitored without interventions like juice, candy, or drinking ice water.



Since *Count the Kicks* began, we have heard from more than 125 families in 36 states and 5 countries who reached out to share how our program helped their baby arrive safely. This includes 19 stories that we received in 2023.

Learn More: CountTheKicks.org/babysaves/



Key Moments

New Research



Research proving the effectiveness of *Count the Kicks* as a method for stillbirth prevention was published in the British Journal of Obstetrics and Gynaecology. It is the first research publication recognizing our overall 32% stillbirth rate reduction in Iowa. The results have led researchers to call for urgent action to address the stillbirth crisis in the U.S.

Maternal and Rural Health Symposium



On Oct. 30, 2023, more than 250 people from around Iowa came together for Bridging the Gap: Improving Maternal and Rural Health Symposium, presented by the Wellmark Foundation and UnityPoint Health. It was a day of education and discussion on ways we can work together to improve birth outcomes for Iowa families. We will sustain this crucial dialogue in 2024 by organizing another symposium.

Stillbirth Prevention in Congress



Congress introduced a resolution designating Sept. 19, 2023, as "**National Stillbirth Prevention Day.**"

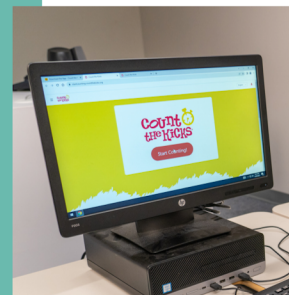
The United States Senate **passed the Maternal and Child Health Stillbirth Prevention Act** on unanimous consent on Sept. 30, 2023.

We led two trips to Washington, D.C., and were joined by 80 advocates. Together we held 160 in-person meetings with congressional staffers and lawmakers, plus many more virtual meetings throughout the year.



Indianapolis Colts Center Ryan Kelly wore *Count the Kicks* on his cleats during the MyCause MyCleats week in the NFL.

We launched a new web-based counting platform in April. This new tool allows expectant parents to track their baby's movements on a desktop or laptop computer.



LET'S GET LOUD:
Pursuing Black Maternal Health Solutions




THURSDAY, APRIL 13 | 11 AM CST

The Let's Get Loud: Pursuing Black Maternal Health Solutions webinar during Black Maternal Health Week had more than 500 people registered!

Funding the Future



Count  the Kicks
CHANGEMAKERS
 LUNCHEON
 Presented by
MERCYONESM

The 2023 Changemakers Luncheon on April 17 raised \$260,000 to support our mission to save babies. Special Guest Jan Jensen, Associate Head Coach for the University of Iowa Women's Basketball Team, got a standing ovation in front of a sold-out crowd!

SAVE THE DATE: Join us for the 10th Annual Changemakers Luncheon on April 22, 2024!

Changemakers Sponsors

CELEBRATE PROGRESS LEVEL



BE COURAGEOUS LEVEL



Every Kick Counts

In 2023, Every Kicks Counts athletes from around the country raised \$130,000 to help educate and empower more expectant parents. This includes \$32,000 raised by athletes who live outside Iowa, and \$35,000 raised during the first Every Kick Counts Golf Tournament. More than 740 donations were made directly to athletes' campaigns in 2023!



Thank you to the Holmes Murphy team for supporting Every Kick Counts through the Holmes Murphy Foundation Community Footprints Program.

Funding the Future

2023 Grants

Chrysalis- Grant funds awarded will be put towards organizational capacity.

Clive Community Foundation- This grant will fund outreach to Clive providers and organizations to share *Count the Kicks*.

Delta Dental- Grant funds will be put towards the continuation of the oral health and prenatal care go hand in hand project.

Jerome S. & Grace H. Murray Foundation- Funds awarded will be used to make updates to the *Count the Kicks* app.

Polk County Community Betterment- These funds will support our app and outreach to Central Iowa providers.

Prairie Meadows- This award will help with app updates and provider toolkits in Central Iowa.

United Way- This grant will help us continue to work alongside expectant parents in racial and ethnic minority groups.



Ambassador Fundraising Events



THANK YOU to everyone who participated in, fundraised for, and donated to fundraising run/walk events that support our mission! The Eighth annual Lydie's Loop (Ohio) raised a total of \$48,467. The Fifth Annual Walk of Remembrance: Miles for Margaret, Lydia and All Babies Gone too Soon (South Carolina) raised \$13,625. We are incredibly grateful to event organizers and *Count the Kicks* Ambassadors Heather Johnston Welliver, Danielle Barkley and Emily McConnell for their ongoing support of our mission!

2023 Fundraising Impact

GivingTuesday- Our "Do Good Things" campaign raised a record-setting \$35,000 to benefit our mission.

End of Year- Our end-of-year campaign raised more than \$20,000 to fuel our mission in 2024.

Individual Donations- More than 2,500 individuals or organizations made a financial gift to *Healthy Birth Day, Inc.* in 2023!

2023 Funding Partners

- Community Foundation of Greater Des Moines
- Iowa Total Care/Centene Corporation
- ITS Inc./Shazam
- Lisa Stone Pritzker Family Fund
- Lohse Family Foundation
- Molina Healthcare
- Primary Health Care, Inc.
- Principal Financial Group
- SCHEELS West Des Moines

66 AMBASSADORS

Ambassador program grew to 66 women in 37 states. This powerful team of advocates contributed 2,000+ volunteer hours and raised \$82K+ to support our mission.

Community Giving

Advocate Spotlight: Kathleen McCoy

Kathleen McCoy, a stillbirth prevention advocate who lives in Illinois, traveled with us to Washington, D.C. in September to attend meetings on stillbirth prevention legislation. She works in honor of her son James, who was born still in 2022. Following the trip, she decided to raise funds to support our mission in conjunction with the Marine Corps Marathon, which she ran in Washington, D.C. in October. Her fundraising efforts contributed more than \$14,000 to help us further our mission to save babies.

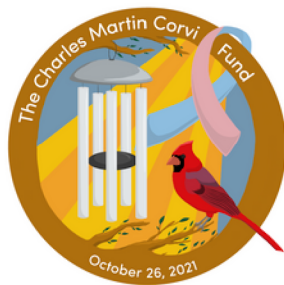


100 Women Who Care Ankeny gave us \$10,000 to host a hybrid baby shower in Iowa. We had 71 people registered and made 100 baby bundles to give away. Each bundle included diapers, formula, wipes and other baby care essentials.



Healthy Birth Day, Inc. was honored to receive **PurposeBound's** second quarter donation of \$6,250.

The Charles Martin Corvi Foundation selected us for a \$5,000 grant from Charlie's Challenge 2023. The grant funds will be used to increase usage of the *Count the Kicks* app through digital marketing.



Supporter Emily Barber nominated us for the **MFL Cares** program. We were grateful to receive \$1,500 from **Midwest Family Lending** to support our mission to save babies.

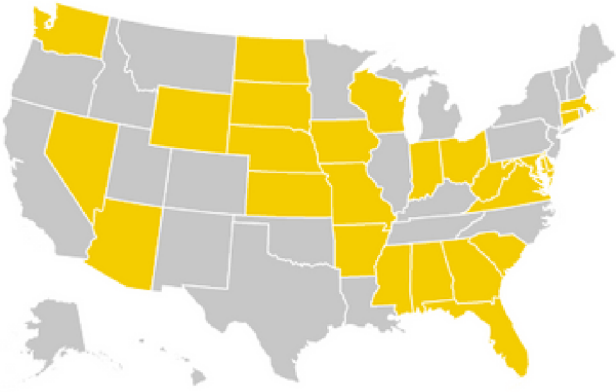


Giveback Partners

We were honored to be part of a record number of giveback events this year. THANK YOU to the people and businesses who generously gave back a portion of their proceeds to support our mission!



2023 By The Numbers



25 STATES

With the help of our generous funding partners, *Count the Kicks* materials are currently free in 25 states! We also have contracts with three counties in California and a small contract in Illinois. We expect at least five additional states to launch *Count the Kicks* in 2024!

\$1.2 Million

In 2023 these partner organizations contributed a combined total of \$1.2 million to expand *Count the Kicks* in their states.

- Alabama Department of Public Health
- Anthem Blue Cross Blue Shield in Indiana
- Arizona Department of Health Services
- Arkansas Department of Health and the University of Arkansas for Medical Sciences
- Elevance Health Foundation (CA, CT, FL, GA, MO, VA, WI)
- Florida Department of Health
- Georgia Department of Public Health
- Health Plan of Nevada
- Iowa Department of Health and Human Services
- Kansas Department of Health and Environment
- Kansas Healthy Blue
- Maryland Patient Safety Center
- Massachusetts Department of Public Health
- Mississippi State Department of Health
- Missouri Department of Health and Senior Services
- Nebraska Perinatal Quality Improvement Collaborative
- North Dakota Department of Health and Human Services
- Saint Agnes Medical Center
- SilverSummit Healthplan
- South Carolina Department of Health and Environmental Control
- South Dakota Department of Health
- UnitedHealthcare in Ohio
- Wellpoint Washington
- West Virginia Department of Health and Human Resources
- Wisconsin Department of Health Services
- Wyoming Department of Health



3,500+

VOLUNTEER HOURS

14

BABY SHOWERS

We hosted 14 baby showers in **eight states** in 2023. We had nearly 1,000 expectant parents who registered for the baby showers!

Count the Kicks app

16

LANGUAGES

The app and web counter are available in 16 languages, including: Amharic, Arabic, Burmese, Mandarin Chinese, Dari, English, French, Haitian-Creole, Hebrew, Hindi, Marshallese, Portuguese, Russian, Spanish, Swahili, and Vietnamese. We will launch at least four new languages in 2024!

3,000

ORDERS

In 2023, we distributed more than **1.2 million** pieces of materials to **locations** across the U.S.

262,000+

LIFETIME REGISTERED APP USERS

In all 50 states and 140+ other countries.