



HEALTHYbirHDAY **Count** the Kicks<sup>®</sup>  
IMPROVING BIRTH OUTCOMES

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# CHANGEMAKERS LUNCHEON

**Tuesday, April 21, 2026**





## JOIN US FOR THE 12<sup>TH</sup> ANNUAL CHANGEMAKERS EVENT

Changemakers is the largest annual fundraising event for *Healthy Birth Day, Inc.*, the nonprofit organization that created the *Count the Kicks* stillbirth prevention program. Changemakers is one of the most sought-after Spring luncheons in Iowa, attracting women and men from households and businesses throughout the state, plus hundreds of virtual attendees from around the country. This impactful, uplifting and inspirational 90-minute event exists to make stillbirth a maternal health tragedy of the past and supports our work to reduce rural and racial disparities that persist in birth outcomes.

The Changemakers at our luncheon are Central Iowa's household decision makers, business leaders, healthcare experts, lawmakers, investors, connectors, creative thinkers, social pioneers and community unifiers. The room is filled with long-standing corporate partners and table hosts who are powerful believers in our mission. They support our work by recruiting co-workers, family and friends to attend the luncheon with them. Some of these individuals are our board members, our staff, our ambassadors, healthcare providers and hospital leaders, legislative supporters, programmatic partners, and corporate partners like you. We could not host an event of this magnitude without our loyal corporate partners and table hosts.



# HEALTHYbirthDAY

IMPROVING BIRTH OUTCOMES

 A change in movement is an early red flag. Iowa moms have been using our program for bonding and peace of mind in their pregnancies since 2008. We have collected more than 55 Iowa baby save stories.

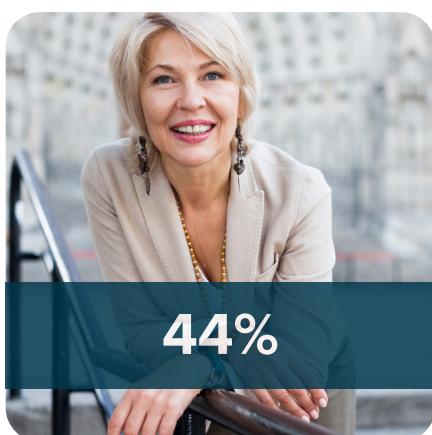
 In the first decade of *Count the Kicks*, Iowa experienced a nearly 32% reduction in its stillbirth rate. We witnessed a 39% stillbirth rate reduction among Black pregnant women in our state in the first five years.

 We are a proven solution with recently published results in the American Journal of Obstetrics and Gynecology and BJOG: An International Journal of Obstetrics & Gynaecology. Our program is designed to educate expectant parents in a positive and empowering way and is proven to reduce anxiety during pregnancy.

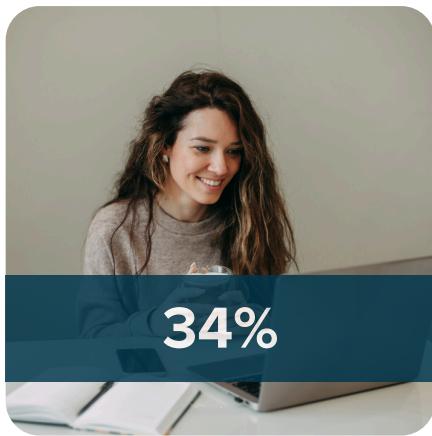
# ABOUT OUR AUDIENCE

## Consistently More Than 1,000 Guests Every Year

Changemakers is a popular event, with more than 1,000 men and women attending in year-after-year. 86% of our attendees are female, with the majority being between the ages of 27 and 60. This diverse group of household decision makers are educated professionals; most are married and likely to have children. They are technologically savvy, with a high propensity for social media. They live, work, and shop in the greater Des Moines metro area and are included in some of the highest household income and home value categories in the metro area. These attendees believe in the mission of *Healthy Birth Day, Inc.* and want to support companies like yours who believe in *Count the Kicks* too.



This 46-60 year old attendee is likely married with children and is a successful professional. Living an affluent and influential life in suburban Central Iowa, she resides in an upscale neighborhood with a household income likely exceeding \$250,000. She enjoys dining out, concerts, and frequenting health and country clubs. She is highly educated and likely holds a senior position in business, finance, legal or a health organization. As a quality-focused consumer, she is deeply invested in products and services that offer superior value, including name-brand furnishings, appliances, and fine jewelry. She engages heavily with digital and text communications, indicating her tech-savviness and preference for visual and concise information. Her commitment to quality and excellence makes her an ideal donor for campaigns emphasizing high-impact outcomes and transparent reporting.



This 36-45 year old attendee is likely married and living a child-focused life, successfully balancing work and family life. With a high level of education, she holds a leadership position as a business professional. The household is likely saving for college and takes regular family vacations. Living in an affluent Central Iowa suburb with her husband and children, her household income is around the \$200,000 to \$249,999 range. As a consumer she likes to acquire the latest automotive and household technologies. She is highly engaged with social media, digital newspapers and streaming TV, showcasing her interest in staying informed and entertained. As a brand-loyal consumer, she values quality and reliability, making her a perfect candidate for supporting initiatives that resonate with her values of education, family, health and community well-being.



This 23-35 year old attendee is a dynamic and career-driven woman. Likely married and living an active and goal-centered lifestyle in an established Central Iowa suburb. She has completed at least some college and likely works in marketing, finance, or management. Her household income range is estimated between \$125,000 and \$149,999. She is a comfortable spender, tech-savvy and credit-aware. She is highly active on social media and engages frequently with digital display advertisements. The household tends to spend money on experiences, electronics, technology, high-quality fashion, and cars. As an in-the-moment shopper, she is impulsive yet thoughtful about her purchases, making her a strategic target for campaigns that highlight immediate impact and benefits for donations.

# ABOUT OUR AUDIENCE



## Average Household Income

74% of our attendees have an annual household income of \$100,000 and above



## Average Home Value

96% of our attendees are homeowners and 70% own a home valued over \$250,000



## Families Helping Families

93.7% of our attendees are married and 60.5% are likely to have children under 18



## Purchasing Power

62.9% are considered wealthy, highly educated, well-invested, active and fit, and give charitably

\*This information is based on data collected over the past five years and analyzed by B2E Data using the Mosaic cross-channel consumer classification system, which segments the population into specific groups and types that help organizations to understand an individual's likely customer behavior.

# VIRTUAL AUDIENCE

The Changemakers event historically hosts virtual attendees from at least 17 states and five countries. The virtual audience is made up of healthcare professionals, clinicians, corporate partners, *Count the Kicks* Ambassadors, advocates, and donors from around the globe.

# ENGAGEMENT & REACH



## Social Media

**(FB, IG, X, TikTok, YouTube, LinkedIn)**

@countthekicksus | @healthybirthdayinc

CTK 68,000+ | HBD 6,500+ Followers

CTK 7.75 Million | HBD 875,000+ Accounts Reached YTD 2025

## Monthly e-Newsletter

23,000+ Subscribers

## Website Sessions

CTK 1.1 Million | HBD 39,600+ Website Sessions in 2024

CTK 379,000+ | HBD 32,000+ Website Sessions YTD 2025

## Count the Kicks App Registered Users

105,286 Registered Users in 2024

61,000+ Registered Users YTD 2025

# MEET THE TEAM



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**Tuesday, April 21, 2026**

|   | Share the Cause<br>\$15,000  | Celebrate Progress<br>\$7,500 | Be Courageous<br>\$5,000 | Empowerment<br>\$2,500 | Advocate<br>\$1,500 |
|---|--|-------------------------------|--------------------------|------------------------|---------------------|
| Sponsor spotlight article in Spring 2025 E-Blast (23,000+ subscribers)              | ⌚  |                               |                          |                        |                     |
| Verbal recognition from the stage   | ⌚  |                               |                          |                        |                     |
| Premium Seating   | ⌚  | ⌚                             |                          |                        |                     |
| Logo recognition in spotlight section on HealthyBirthDay.org                        | ⌚  | ⌚                             |                          |                        |                     |
| Opportunity for a check presentation photo in a Healthy Birth Day social media post | ⌚  | ⌚                             | ⌚                        |                        |                     |
| Opportunity to place a marketing slide into the pre-event slideshow                 | ⌚  | ⌚                             | ⌚                        |                        |                     |
| Logo recognition at HealthyBirthDay.org with link to corporate site                 | ⌚  | ⌚                             | ⌚                        |                        |                     |
| Logo recognition in a social media thank you post (IG, FB, X, LinkedIn)             | ⌚  | ⌚                             | ⌚                        | ⌚                      |                     |
| Logo recognition in post-event E-Blast (23,000+ subscribers)                        | ⌚  | ⌚                             | ⌚                        | ⌚                      |                     |
| Logo recognition on event day in signage and slideshow                              | ⌚  | ⌚                             | ⌚                        | ⌚                      | ⌚                   |
| Table for 10 guests   | *Additional tables can be purchased at a discounted rate of \$700. |                               |                          |                        |                     |
|   | 2 Tables   | 1 Table                       | 1 Table                  | 1 Table                | 1 Table             |
| Logo recognition on thank you ad in the Business Record publication                 | ⌚  | ⌚                             | ⌚                        | ⌚                      | ⌚                   |
| Virtual link for additional participation from team members                         | ⌚  | ⌚                             | ⌚                        | ⌚                      | ⌚                   |





## THANK YOU FOR BEING CHANGEMAKERS!

The work of saving lives is urgent and bigger than one person or organization. There are new expectant parents every day, and there is more work to do. Imagine the continued systemic change that can take place when we all come together as a group of changemakers to end preventable stillbirth and improve birth outcomes! We remain grateful for your continued support.

We believe being a changemaker requires a personal connection, intentions to do good, plus creative thinking and action, which is why we want to partner with you.

Thanks for considering this opportunity to be a Changemakers Sponsor again this year. We truly hope that you have found great value in the access to our audience, the elevation of your brand to thousands of changemakers in Iowa, and the feeling of knowing we are saving babies' lives together. We would be grateful for your support, and look forward to building a mutually-beneficial partnership.