2015 IMPACT REPORT

EVERY MOTHER COUNTS
WHO WE ARE

Founded in 2010, Every Mother Counts is a non-profit organization dedicated to making pregnancy and childbirth safe for every mother. Every two minutes, a woman dies from complications related to pregnancy and childbirth. On average, each of these mothers leaves behind four children. But there is hope. We know that up to 98 percent of these deaths are preventable. By providing access to maternal health care, basic medical supplies and skilled birth attendants, we can save lives.

We are building a movement of change-makers committed to improving maternal health and hope you will join us on this journey. Together, we can make pregnancy and childbirth safe for every mother, everywhere.

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As we look ahead and work toward new goals in 2016, let’s take a moment to reflect on 2015.

We started the year off running, literally. I began the year training for our first destination team race at the Kilimanjaro Half & Full Marathon in Tanzania and kept right on going to the London Marathon, where I surpassed my previous personal record by 17 minutes! But I wasn’t alone in my efforts. 39,000 women and men who have all made the connection between running and distance, one of the biggest barriers women face when bringing new life into the world, joined me and chose maternal health as their own cause.

In our 5th year, we added Tanzania, Bangladesh and Guatemala to our grants portfolio. These countries were featured in No Woman, No Cry, the film that inspired this organization whose story continues to evolve in ways I never imagined when production on the film commenced in 2008.

After the earthquake in Nepal we shared in the world’s shock and sadness over the devastation that caused the death of over 8000 people and injured 21,000 more. We know that women, especially pregnant women, are particularly vulnerable during times of crisis when there is a breakdown of existing healthcare infrastructure. More than 60 percent of maternal deaths around the world occur in areas where there is a humanitarian crisis. In response, we initiated the EMC Maternal & Child Health Emergency Fund with the aim to designate funds each year for women and children in disaster relief efforts. With this fund, we are able to work in partnership with other non-profit organizations that have a long-standing presence in these parts of the world.

We turned our story-telling lens back on the United States and launched a three-part film series called, Giving Birth In America, which examines some of the barriers behind the US maternal healthcare crisis in New York, Florida and Montana. The series debuted on CNN.com in conjunction with a Change.org campaign co-created with midwife and EMC grantee Jennie Joseph. The campaign calls for Medicaid reimbursement for midwives and doulas in all 50 states.

In addition to all of this, we helped build, equip and staff a Birth Center in Haiti, implemented a database and closed the year with our first annual appeal.

In 2016, we intend to keep this momentum going. We are thrilled to introduce you to our new Executive Director Susan Kotcher. Susan has dedicated her entire career to women’s health and equity issues both internationally and domestically.

With her leadership and guidance we will continue provide life-saving grants to organizations around the world that improve access to maternal healthcare. We remain committed to educating and engaging others about the challenges and solutions women face bringing life into the world so that more of them can thrive in their role as mothers and contributors to society. We will continue to document and share stories and those stories will continue to inspire others to share too. The more people who know about the mission of EMC and join our community, the greater the impact we will have.

Thank you for joining us on this journey. Together, we can make pregnancy and childbirth safe for every mother, everywhere.

Sincerely,
Christy
FINANCIAL SUMMARY

In 2015, we raised $4.32 million.

We more than doubled the amount of money raised from 2014 and increased the number of donations by 68% while also increasing our grant giving by 36%.

Our giving strategy

Since 2012, we have provided $2.97 million in grants, and have directly and significantly impacted over 400,000 lives. This year alone, we invested almost $1.4 million in 12 programs in 8 countries.

By providing grants to carefully selected programs, EMC is able to demonstrate that it is possible to end preventable maternal deaths and disabilities. EMC funds programs that address at least one of three key barriers to accessing quality care:

1. Transportation—Linking women with skilled care.
2. Training + Education—For health workers, patients, communities
3. Supplies—Medicines, equipment, instruments

Our giving principles

Demonstrated Impact—EMC supports organizations able to demonstrate that they are improving maternal health and having a positive impact on people’s lives.

Championing The Work—EMC is committed to going beyond just funding organizations. We provide a public platform for the groups we support, in-kind donations via corporate partners, direct staff support and assistance, and links to key people in our community.

Sustainability—EMC supports organizations working with partners and local governments to strengthen the communities they work in for the long-term. We help our funded organization grow and become self-sustaining beyond our funding.

Transparency—EMC shares stories, photos and information from the grants given with our community so that they can see where their dollars are going.

True Partnership—EMC supports organizations willing to connect and work with other organizations we support. These partnerships help us reach a shared vision of making pregnancy and childbirth safe for every mother.

*These numbers were produced internally. Our audited financial statements and Form 990s are available at www.everymothercounts.org.
Maternal and Child Health Emergency Response Fund

In 2015, Every Mother Counts established an emergency fund allocating up to $100,000 per year. Approximately four percent of a given population is pregnant during a humanitarian crisis, when the breakdown of health systems can cause a dramatic rise in preventable maternal deaths. More than 60 percent of maternal deaths globally occur in crisis settings and fragile states, where the estimated lifetime risk of maternal mortality is 1 in 54.

EMC’s emergency response fund allows us to respond rapidly to women and children in humanitarian crises resulting from natural disasters, armed conflict, or public health crises. This year, Every Mother Counts offered support to address supply and training gaps in Nepal and Syria through partner organizations on the ground.

- **NEPAL**
  One Heart WorldWide ($25,000)
  Locations: Dhading and Sindhupalchok
  Purchase and distribution We Care Solar suitcases for ten tent clinics serving mothers, and the purchasing and distributing of critical supplies and medicines to mothers and babies.

- **SYRIA**
  Circle of Health International ($40,350)
  Location: Country-wide
  Recruiting and training professional Syrian midwives to provide emergency obstetric and trauma-based care, and equipping them with cellular phones, professional bags, home visit kits and medicines necessary for labor and delivery.

"I got involved with Every Mother Counts after learning how detrimental poor maternal health is to communities of women around the world. Working at Every Mother Counts was an amazing opportunity that taught me such invaluable lessons about global public health challenges and non-profit work. I was able to contribute to meaningful projects and learn from a team that is so passionate about what they do. It was such a rewarding experience to work for such an impactful organization."

-Jack Defuria, Superstar Intern
New grants in 2015

In 2015, EMC added Bangladesh and Tanzania to our grants portfolio in honor of our five-year anniversary and we renewed existing grants in Haiti, India, Uganda and the United States.

**BANGLADESH**

**HOPE Foundation for Women & Children of Bangladesh ($74,750)**
Location: Cox’s Bazar

Providing comprehensive pregnancy, postnatal and newborn care, access to emergency care, health education and community outreach in rural Bangladesh.

**TANZANIA**

**Foundation for African Medicine and Education (FAME) ($149,450)**
Location: Karatu

Providing comprehensive pregnancy and delivery care, including emergency care, training of health workers and education for moms and families in rural Tanzania.

**Ujenzi Charitable Trust ($77,500)**
Location: Dar es Salaam

Training health workers on the use of the Uterine Balloon Tamponade™ (UBT) to treat post-partum hemorrhage at four referral hospitals.

**We Care Solar ($153,470)**
Locations: Sengerema, Shinyanga, and Arusha

Installing solar suitcases in 50 health facilities, providing electricity, lighting, charging capability and fetal monitors.

A team of 24 runners, 3 board members and 4 staff members completed the Kilimanjaro Half and Full marathon raised $181,142 for EMC’s Grants Portfolio. Together, we installed a We Care Solar suitcase and solar panels on the clinic featured in “No Woman, No Cry” and trained the health workers how to use it.

Renewed and ongoing grants

**HAITI**

**Midwives For Haiti ($147,800)**
Locations: Hinche and Cabestor

Training our third class of skilled birth attendants and supporting the equipping and operation of The Sant Nesans Carrie Wortham Birthing Center in Cabestor. We are providing emergency transport to referral hospitals.

**INDIA**

**Nazdeek ($49,925)**
Location: Delhi and Assam

Training activists and lawyers to document maternal health rights violations using a mobile data system and securing legal judgments that mandate better healthcare for mothers.

**UNITED STATES**

**Commonsense Childbirth ($140,000)**
Locations: Nationwide

Supporting comprehensive prenatal care and education for low-income, at-risk mothers and the expansion of Commonsense Childbirth’s high-impact, low-cost model of care to communities around the United States.

**UGANDA**

**Baylor College of Medicine Children’s Foundation Uganda ($520,375)**
Locations: Kabarole, Kyenjojo, and Kamwenge districts

Providing transportation vouchers to pregnant women in three rural districts in Uganda, enabling them to get to a clinic where they can deliver safely and receive the full range of pregnancy, delivery and postpartum care. This grant also supports the Saving Mothers, Giving Life (SMGL) initiative.
Impact of our partners on the ground

Bangladesh: 150 moms seen, 220 healthcare workers trained & supported, 1,000 community members educated.

Haiti: 69 students trained, 21,250 moms & babies seen by MFH students & graduates in Haiti.

India: 41,370 moms & children receiving services thanks to judgments secured, 318 activists & community members educated & supported.

Malawi: 137,000 moms & babies benefiting from solar power & sonograms in clinics, 80 health workers supported.

Tanzania: 8,900 moms & babies getting quality care, 10,000 community members educated, & 78 health workers trained & supported.

Uganda: Over 70,000 moms transported & 500 workers supported since 2013.

United States: 1,989 moms & babies benefited from prenatal & doula care & education, & 49 health workers trained & supported.

Global Landscape & Development Goals

In 2015, the World Health Organization released its Trends in Maternal Mortality: 1990 to 2015 report estimating that there are 303,000 pregnancy and childbirth related deaths per year. These numbers reveal that while the maternal mortality ratios (MMRs) have declined globally over the past 25 years, the pace has been too slow and there are still far too many preventable maternal deaths. Since 1990, the annual rate of reduction in maternal deaths globally has been 2.3 percent.

Only 9 countries met the United Nations’ Millennium Development Goal (MDG) of improving maternal health and lowering MMR by 75 percent. The MDGs concluded in 2015 and were replaced by the Sustainable Development Goals (SDGs), a more comprehensive and detailed set of development goals. SDG Goal 3.1 focuses on maternal health: reduce global MMR to less than 70 per 100,000 live births by 2030. To meet this new goal, the annual rate of reduction needs to be 7.5 percent.

Every Woman, Every Child

Every Woman, Every Child Commitment

With the adoption of the new Sustainable Development Goal framework, in 2015 EMC renewed and expanded our commitment to Every Woman, Every Child. Every Woman, Every Child implements programs in support of the UN Secretary General’s Global Strategy for Women’s, Children’s and Adolescents’ Health. The Global Strategy is essentially a roadmap for harnessing resources, policy frameworks and programs to improve the health of the poorest at-risk women and children worldwide. EMC has committed:

• to invest a minimum of $1 million annually between 2016 and 2030 to programs aimed at improving maternal and newborn health
• to directly and meaningfully impact at least 5 million lives by 2030
• to nurture and grow our community to over 2 million committed individuals who are educated about maternal health, actively raising awareness and taking actions on behalf of our organization
OUR COMMUNITY

Our movement has grown to **203K**

- Facebook: 94K
- Twitter: 21K
- Instagram: 33K
- Pinterest: 1K
- E-mail: 26K
- Donors: 7K
- Runners: 39K
- Corporate Supporters & Product Partnerships: 152

Our social media channels are the main entry point to reach new audiences and interact with our community on a daily basis. **Year over year, our growth continues to skyrocket.**

Donor Growth

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<th># of Donations</th>
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<tr>
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<td>$3,000</td>
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<tr>
<td>2015</td>
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- **2013**: 244% Online growth since 2013
- **2015**: 60% Online growth since 2015

FILM AND VIDEO CONTENT

**Giving Birth In America**

We partnered with CNN Digital Studios to launch our three part documentary film series. The film was prominently featured on CNN.com, and published across all of CNN’s digital platforms. The film reached over 1 million people.

The film highlights the factors contributing to America’s maternal health crisis by closely following the stories of four women and their healthcare providers as they navigate giving birth in Florida, Montana and New York.

“Giving Birth in America uniquely frames the challenges faced by so many women across the United States, with intimate and beautiful storytelling that will have real impact with CNN’s digital audiences.”

- Chris Berend, VP of Video Development at CNN

**Great Big Story**

We teamed up with CNN’s Great Big Story, a new video network dedicated to uncovering amazing people doing amazing things. Together, we launched the “Instigators” series, which profiled four of EMC’s maternal health heroes. To date, **1.4 million people have watched the films.**

SURPRISING FACTS

- The U.S. is currently ranked a dismal **60th** in the world for maternal health.
- The U.S. is the **only** developed country where maternal mortality has been consistently on the rise since 1990.
- Two women die every day in the U.S. from complications related to pregnancy and childbirth.
SOCIAL CAMPAIGNS

Change.org Petition
In conjunction with the Giving Birth In America series, we partnered with Jennie Joseph, midwife and founder of Commonsense Childbirth, an EMC grantee, to sponsor a petition which calls on insurance companies and state Medicaid programs to fully reimburse for midwifery and doula care in all 50 states. The petition has received 55,000 signatures and counting!

#WhatIsPossible
We created a short video to illustrate what is required to improve maternal health and reduce preventable maternal deaths. The film, which debuted on Mother’s Day, highlights the individuals who lead the programs we fund and demonstrates what is possible when we focus of proven interventions and effective models. The film was viewed 60,000 times.

#Momtiply
EMC’s inaugural annual appeal campaign was centered around an animated video that shows how saving the life of one mother improves the lives of those around her, including her family, her friends and her community. Over 10,000 people watched the video.

Social Engagements

GIVING TUESDAY
generated a 600% increase in online donations from a typical day

MARCH 9, 2015
the day that generated 11,000 visits to our homepage when EMC founder, Christy Turlington Burns, spoke during Apple’s Keynote Address

340,000
people reached when EMC founder, Christy Turlington Burns, participated in a live Q&A on CNN’s Facebook page

102%
the increase in Instagram followers since 2014

EVENTS

Our core events allow us to educate and engage audiences to participate in our movement to provide solutions to maternal healthcare.

Cultivation Events

Mpower Luncheons, New York & LA
In May 2015, EMC held our 4th Mpower luncheon in New York and our 1st in Los Angeles.

Love EMC, New York
Nearly 500 individuals came out for our sold-out 2nd Annual Love EMC event at The Bowery Hotel in New York.

“I feel it’s remarkable what Every Mother Counts has done. I find myself standing here in awe. This is not called ‘figure out a following and monetize on it’. This is called ‘realize you have a voice and change lives with it’.”

-#LoveEMC attendee

The Battery, San Francisco
Hosted by Christy and our EMC board members, this was a more intimate introductory event.
Community & Partner Events

BlogHer 2015
Christy delivered a keynote address to over 2,000 attendees at the BlogHer15 conference in New York City and premiered Giving Birth In America: New York.

Apple Keynote
Christy joined Tim Cook on stage at Apple’s keynote in San Francisco to help launch Apple Watch. They launched a video of EMC’s trip to Tanzania, which has generated over one million views.

Bank of America Merrill Lynch “Women’s Leadership Council”
Christy joined Lisa Carnoy, Division Executive of U.S. Trust, BoAML, in a fireside chat about her journey to launch EMC.

EMC in the News

EMC has been building a strong, vibrant community of people dedicated to improving maternal health around the globe since 2010. One way we engage these individuals is through physical fitness and team building. When we come together to improve our own health as a community we increase awareness and raise funds to improve the health and well being of vulnerable mothers.

Running Program Growth

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</tr>
<tr>
<td>2015</td>
<td>$800,000</td>
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</tbody>
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Team Run EMC was initiated to raise funds and awareness about one of the barriers to maternal healthcare: distance. Millions of women around the world live many miles from a trained provider or medical facility and transportation is extremely limited and cost prohibitive. We run so that vulnerable mothers can access the critical healthcare they need. We run so others don’t have to.

In 2015, approximately 39,000 runners ran 92,000 miles raising $753,376.

100% was invested directly in our grant portfolio.

“Getting excited to race in my @RunTeamEMC singlet again! Somehow I think it gave me superpowers.”
—EMC runner
Running with the Hurley family

Lynn Hurley surprised her two daughters, both maternal health advocates, with two EMC running shirts over Christmas. What began as just one mother-daughter run, turned into a committed relationship with Run Team EMC. Throughout the year, the Hurley sisters ran four races on behalf of EMC, raising over $1,000. Rachel and Laura have already started planning their races for 2016.

Meet Esther, EMC Running Ambassador from Miami, FL

The running ambassador program has quadrupled in size this year to include 44 women in 3 countries.

Esther Reyes is EMC’s Running Ambassador from Miami. She began by recruiting friends and family to join her for group training runs and identified several local races from the team. In 2015, Esther created a team of 22 runners for the Miami Half/Full Marathon and raised over $7,000 for EMC!

Donor Spotlight: Isabel Rose

Isabel Rose has been a supporter since 2010. She has attended every Mpower Luncheon and has introduced countless supporters to our cause. She most recently joined our delegation in Haiti to celebrate the opening of the Carrie Wortham Birth Center in Cabestor, Haiti.

Peer-to-peer (Skin-to-skin) activities

The impact of our campaign continues to inspire us as our community members continues to find creative ways to give of themselves and help mothers around the world. This has resulted in the development of our peer-to-peer platform, or “skin-to-skin” as we call it.

Our community has painted tiles to brighten a new maternal health clinic, knitted baby hats for babies in Haiti, created hundreds of head warmers to cheer on our NYC Marathon runners, and conducted supply drives and book drives to support mothers and their newborn babies.

The Carrie Wortham Birth Center in Cabestor, Haiti

EMC provided a grant to Midwives for Haiti to help equip and staff a birth center in Cabestor, Haiti. Cabestor is an isolated, rural community in Central Haiti with high rates of maternal and neonatal mortality. Beginning in January 2015, and continuing throughout the year, EMC supporters painted over 500 tiles that were later installed in the clinic. The result was a beautiful welcome to the mothers and midwives when the clinic opened in November.
**Corporate partners**

EMC’s partnership program was initiated to help us raise awareness and funds, and provides individuals an opportunity to support the work of the programs. Some of our partners create products or unique products or experiences to their customers and donate a portion of the proceeds to EMC. Others sponsor our films and events or make in-kind donations.

There were **192,663** products sold from our partners that benefited EMC.

Corporate partners and product partnerships helped raise over **$2.48 million** in 2015.

**TOMS for MOMS**

EMC partnered with TOMS as their advocacy partner for their one for one maternal health giving program. Blake and Christy traveled to Haiti to visit EMC’s partners to kick off the partnership. Since then, TOMS has supported EMC through running, events, products and films. We are working on a second collection 2016.

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**2016 & BEYOND**

EMC is growing a movement of people educated about the issues of maternal health and dedicated to saving the lives of mothers and their babies. We will continue to build on this momentum in 2016 by:

- Creating more original content and partnering with other storytellers to curate more films, photo essays and animation to depict the challenges and solutions around maternal health.
- Introducing a community page on www.everymothercounts.org with peer-to-peer fundraising opportunities that allow community supporters to create and share unique ways to become involved.
- Supporting our on the ground partners with additional professional resources to ensure independent sustainability.
- Focusing internally on multi-year support including foundations, individual donors and corporate social responsibility initiatives to ensure a well-balanced mix of funding sources.
- Launching a multi-year campaign that touches on all aspects of our mission, including shareable assets such as a film and a unifying symbol for maternal health.
- Growing and diversifying our board and establishing additional advisory committees.

We know that these goals are achievable because we’ve seen what we can do with the help of devoted donors, partners and participants. To date we have impacted over 400,000 lives. **With your support, we can make pregnancy and childbirth safe for every mother, everywhere.**
We send our sincere appreciation to the donors that have shown incredible support to Every Mother Counts in 2015.

2,000 + (continued)

Katherine Reinhold
Ashley Appuvarna
Linda
Lisa Lambert & Michael Lambert
Microsoft Employee Matching Program
Mimi Hook
Patrick Springer
Patrick Delvigne
Paul Moniz
Paul Reussar Family Charitable Fund
Ross McBride
Saara Barbosa
Saundra Pelletier
Sharon Scobt
Shop Stop
Sight
Silke Trudra

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2,000 +

Amy & C. Fain Sutter
Baby Center
Cantor Fitzgerald Relief Fund

500,000 +

Anonymous
Bill & Malinda Gates Foundation
Mayline

25,000 +

barneys
Citizens of Humanity
Carey Socol

5,000 +

Google
Harvey & Lilian Silber Foundation
Jimmy Irvine
John Khoury
Long Pond Capital
Lucy & Lawrence Guffy
Maria & Michael Morinus
Matthew Somsfield & Biz Wikes
Meganere Wecker
Mina Lee
Oak Foundation
Patricia Ryan
Tawny Charitable Foundation
The Lurie Maternal Management
The Mortimer D. Sackler Foundation Inc
The Ray & Diane Landgren Family Foundation
The Spreng Family
The Warner Fund Inc/c/o Eileen Liblit
William Helman
Yoza Vida

2,000 +

AKT InMotion Inc
Alice Houseknecht
Amy Glenn
Anne White
Anonymous
Ashley Stewart
Bill & Leigh Matthes
Brian Brooks
Carolina Miranda De Angel
Chanel Inc
Charmeine Burden
Cjuer
Community Foundation Southeast Michigan
Cory & Michelle Jassem
Create NYC
Dan & Melissa Berger
Destination Maternity Corporation
Dimitios Balodimas
Editorialist
Fabienne Lemort
Gabrielle De Felice
Hannah Elias Valdes
Heidi Flagg
Inez Van Lamersweerde
Jacobian Howe
Jared Pededicci
Jay Blahnik
JoAnn Crawford
Joanne Comber-Jimenez
John Fitzgibbons
Jonathan Hoffman
Kathleen Buechner Althaud
Advised Fund

1,000 +

Annette
Brockhouse

2,000 +

Anonymous
Indieks Foundation
Minted
Soraa Fund Charitable Foundation
The Bloeddlet Family Fund
TOMS

100,000 +

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Mesa Naturalis

500 +

Adam Goodman
Adeline Desproux
Agustin Humeau
AIG Matching Grants Program
Aimee Meshner
Amanda Seafoam
Ann Marie
Anna Wernick
Barbara Marder
Barbara Springs
Benjamin Cymer
Bermuda Cruz
Bill Sherman & Kristen Kirkland
Brett Sandheim
Britney Reardon
Colin Negron
Catherine Tisdale
Carmen Cohl
Carrie Litoff
Catherine Mccord

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