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
EVERY MOTHER COUNTS

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.

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

$3,831,641

$3,529,646

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

IMPACT REPORT 2018

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

1. Placing mothers at the center
2. Advancing proven models of care
3. Strengthening health care workforces
4. Facilitating access to resources

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 Área Mam —

JAYSHREE SATPUTE
Co-Founder and Executive Director
Nazdeek —

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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.

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.

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

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.

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.

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.

IMPACT REPORT 2018

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IMPACT REPORT 2018
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**

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**

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 Área 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.

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.

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.

Bangladesh

$300K invested since 2015

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

- 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

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.

- Impact Report 2018

Tanzania
$1M invested since 2015

- Every Mother Counts 17
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.