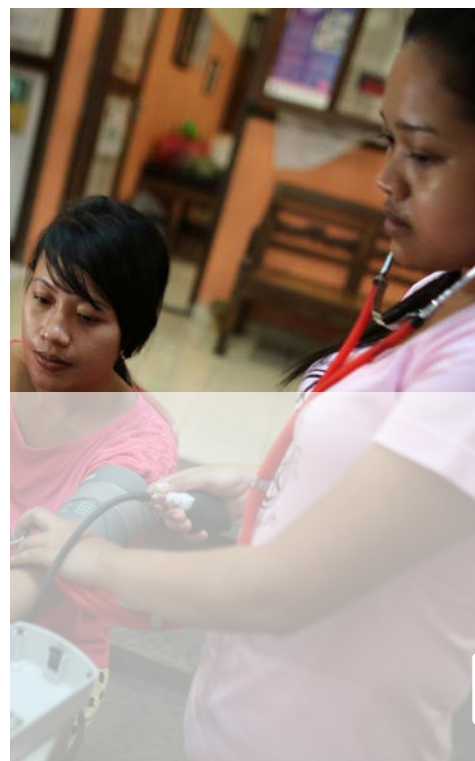
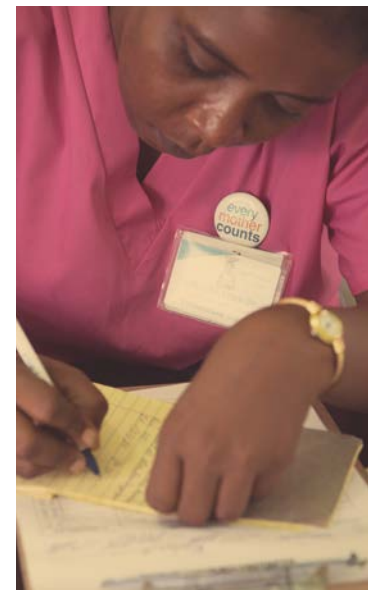




EVERY
MOTHER
COUNTS



2014
IMPACT
REPORT

SUMMARY



We invited individuals who were moved and inspired to take action with us, and in 2014 tallied almost 3 million online actions to raise awareness and another 200,000 actions from people who donated their time or resources directly. We have invested these resources in our portfolio of 9 grants in 7 countries to directly impact 148,183 lives around the world. We then share the inspiring stories of people whose lives we've impacted with our community through film, photography and our blog.

Here are a few highlights from 2014 that inspired us and warrant special mention:

In an effort to build even more awareness, we launched a new website last spring which then supported our #Every 2 Minutes campaign over Mother's Day.

We released new short films that illustrate our work in action including SEDA's LIGHT, which helps people to see the potential of proven interventions as well as the impact of our investments in Malawi. Our film BODA FOR MOTHERS illustrates the difference accessible transportation can make for mothers in Uganda.

We conducted our first baseline survey so that we can better understand what people think about this issue, what they want to know more about, and how to best reach them with that information.

As always, we continued to look for creative and meaningful ways to engage our community. We held our first birth kit drive and tracked the kits until they arrived in Uganda.

We joined two of the biggest websites for pregnant women—BabyCenter and The Bump—to encourage pregnant women in the U.S. to get engaged on the issue. We also partnered with The Bump and Crowdrise to set up a way for people to add donations to EMC as part of their baby shower registries.

We were supported by several corporate product partnerships such as Stella & Dot, Minted, and Citizens of Humanity, through which we were able to mobilize more than 176,000 actions and raise funds and awareness with proceeds from products sold benefitting EMC.

By popular demand, we scaled up our running program. 39,980 runners hit the pavement to support EMC. We also launched a new ambassador program to better support those who want to get involved with EMC all across the country.

We hosted in-person events in additional locations across the country so that more individuals could learn firsthand about ways they could individually contribute to this mission.

With this growth and access to new audiences, we were able to double-down on our investments around the world. We launched three new grants in India, New York and the Democratic Republic of Congo as we continued to reinvest in others. In total, we have been able to directly impact 148,183 lives through our grants program and to connect with those lives through the films we produced, emails and blogs they provided, and sometimes when we stood beside them and held their hands.

As we look back on how far we've come, we also spent a lot of time in 2014 thinking about the next five years. In 2015, we plan to march forward with a model we believe in and a newly invigorated plan to reach even more people—both here in the U.S. and around the world—to bring us together in this shared vision of a world that is safe for every mother.

A letter from Christy and Erin

Dear Friends,

2014 was a year of substantial growth for Every Mother Counts. We tallied 3 million unique actions taken to support maternal health globally, we have greatly increased our reach through traditional and social media, and, most importantly, we have impacted 148,183 lives around the world with our collective efforts—all of which you will find outlined in detail in this report.

Now, with five years of experience, and an improved model and approach to our work, we find ourselves uniquely positioned to scale up our efforts over the next five years to make it safer for a woman to become a mother, no matter where she lives.

When Every Mother Counts was established in 2010, we focused on building awareness and support for UN Millennium Development Goal #5 (to improve maternal health and reduce maternal mortality three-quarters by 2015). At that time, Goal #5 was lagging far behind the other MDGs and we were intent on changing that. Since 2000, when the MDGs were initiated, global maternal mortality estimates have come down significantly (from more than 500,000 to approximately 289,000 maternal deaths per year around the world).

While we certainly can't claim sole responsibility for the seemingly rapid decline in the global figures, we are confident that we've played an important role by raising the consciousness of the public. We have educated thousands about the challenges of maternal health, as well as the multitude of solutions that can and do make a real difference in mothers' lives.

Since then, and with our support, 66,968 lives have been impacted by a simple ride to the nearest health facility; 20,012 moms and babies have received care from providers trained with EMC support; and 42,000 lives have benefitted from having electricity in rural clinics in Malawi. And it is not just the lives of those receiving EMC support that have been impacted but also those who have been supporting them. Awareness is on the rise and to date a total of 8 million actions have been taken by the EMC community to support our ongoing efforts.

As we enter 2015, a year that marks an important global development milestone and Every Mother Counts' fifth birthday, we are poised and eager to make an even greater and more lasting impact throughout this year and well beyond it.

Thank you for your valued support and confidence in us.

Together, we can make pregnancy and childbirth safe for every mother.

Sincerely,

CHRISTY TURLINGTON BURNS
Founder

ERIN THORNTON
Executive Director



YEAR IN REVIEW

Altitude Summit, Salt Lake City

Every Mother Counts' Executive Director Erin Thornton, Founder Christy Turlington Burns, and three EMC board members discuss the issues surrounding maternal health and our advocacy work. The panel discussion was followed by a screening of NO WOMAN, NO CRY. 553 people attended.



The New York Times Health Panel, New York City

EMC's Founder discusses maternal health with photographer, Lynsey Addario and Deputy Science Editor of New York Times, Celia Dugger. 75 people attended.



Every Woman, Every Child, Post-2015 Framework, New York City

Every Mother Counts attends Every Woman, Every Child Post-2015 Framework discussion at the United Nations. 100 people attended.



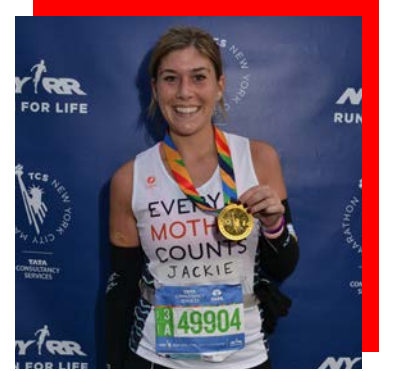
The Full Participation Project: No Ceilings With Bill and Melinda Gates Foundation and Clinton Foundation, New York City

Every Mother Counts attended the No Ceilings discussion on how data and research can empower women and girls, with speakers Hillary Rodman Clinton, Chelsea Clinton and Melinda Gates. 100 people attended.



Los Angeles Marathon & New York City Half Marathon

Team EMC runs the ASICS LA Marathon and NYC Half Marathon to raise awareness and funds that help EMC improve access to critical maternal healthcare. 10 individuals ran on behalf of Every Mother Counts.



Midwives For Haiti grant renewed (\$135,402)

Training skilled birth attendants and supporting the renovation, equipping and operation of a birth center in rural Haiti.

Fireside Chat With Minted, San Francisco, CA

EMC Founder and board member Mariam Naficy, Founder and CEO of Minted, discussed Every Mother Counts' work to make pregnancy and childbirth safe for every mother. 200 people attended.



Lanvin In-Store Event, New York City

Every Mother Counts was the benefitting charity for an in-store shopping event in New York City. 75 people attended.



Minted Brunch, Texas

Minted hosted a Mother's Day brunch, attended by 21 Every Mother Counts' supporters and maternal health advocates.

LunaFest Screening, New York City

Four Women NYC hosted Lunafest screening at Soho House to benefit Every Mother Counts. 100 people attended.



Boston Marathon, Boston, MA

Carey Socol and Julie Smolyansky returned to Boston to complete the Boston Marathon to raise awareness and funds for Every Mother Counts.

Charity Miles Challenge

Individuals participated in a Charity Miles Mother's Day campaign during the month of May. Over 2,600 runners logged miles for Every Mother Counts, raising funds for EMC's programs with each mile run.



Blades Natural Beauty, Venice Beach, CA

A portion of proceeds from an evening seminar on natural beauty and makeup hosted by Erica Chidi and Jessa Blades were donated to Every Mother Counts. 29 people attended.



Hatch Event, New York City

Hatch hosted a birth kit supply collection party, donating all birth kits to Every Mother Counts' Florida based grantee, Commonsense Childbirth. 20 people attended.

athenahealth Conference, Boston, MA

EMC Founder received the athenahealth visionary award for her awareness and advocacy work in the global advancement of maternal health and wellness tied to her work with Every Mother Counts. 1,800 people attended.



EVERY MILE, EVERY MOTHER Screening at Soho House NYC

Citizens of Humanity held an intimate film screening to unveil EVERY MILE, EVERY MOTHER, directed by EMC Founder and produced by EMC staff member Clancy McCarty. 65 people attended.

New grant to DPS/CPK (\$10,000)

Providing C-section instrument sets, delivery and postpartum beds and an incinerator for 7 clinics in the Democratic Republic of the Congo.



Dwell Studios Event, New York City

EMC Founder and board members Heather Armstrong of Dooce and Christiane Lemieux of Dwell Studio discussed motherhood and maternal health at the launch of the book "The Glow." 140 people attended.

Annual MPower Lunch, New York City

Every Mother Counts hosted our third annual MPower Lunch at Michael's Restaurant in New York City. 130 people attended.



Pure Yoga EMC Class, New York City

Mother's Day charity yoga class, led by instructor Tanya B, with all proceeds benefitting Every Mother Counts. 16 people attended.

Charmed Extravaganza, New York City

An art and jewelry gallery opening benefitting Every Mother Counts. 200 people attended.



Commonsense Childbirth grant renewed (\$127,400)

Supporting prenatal care and education for low-income, at-risk mothers in central Florida.

Brooklyn Half Marathon, Brooklyn, NY

28 runners on Team EMC participated in the Brooklyn Half Marathon to raise awareness about the barrier that distance presents to women when accessing critical maternal healthcare.



MOTHERLOVE Art Show, Brooklyn, NY

An evening of art and music to benefit Every Mother Counts at Life of Mars Gallery in Brooklyn, New York with Joan Snyder, Kristi Wooten, Martha Wainwright and Karen Schwartz. A portion of proceeds were donated to EMC. 115 people attended.



EMC launched the EMC Running Ambassador Program

Baylor Uganda grant renewed (\$422,520)

Subsidizing vouchers in Uganda to transport moms to a clinic to receive prenatal, delivery and postpartum care.



New grant to Nazdeek (\$40,079)

Supporting the training of activists and lawyers to document maternal health rights violations and inform lawsuits demanding increased access to quality healthcare in India.

THE MAKING OF A MIDWIFE Screening, Hyden, KY

EMC Founder spoke at Frontier University's Pride Diversity Impact Weekend, followed by a screening of EMC series, THE MAKING OF A MIDWIFE. About 40 people attended.



Southland SE Conference, Nashville, TN

EMC Founder spoke at the Southland entrepreneur conference in Nashville about the impact of raising the profile of startups and entrepreneur activity in the Southeast, with an emphasis on the work of Every Mother Counts. The conference attracted more than 600 people.

USAID Acting on the Call, Washington, DC

EMC's Founder discussed Every Mother Counts' focus on ending preventable maternal and child deaths with Deputy Secretary Higginbottom at USAID's forum, "Acting on the Call." 600 people attended.



Commonsense Childbirth Fundraiser, Orlando, FL

EMC co-hosted and attended the first annual fundraiser for Florida-based grantee Commonsense Childbirth. 120 people attended.

Etienne Aigner Shopping Event, New York City

Etienne Aigner hosted a shopping event in their Soho Store location, with a portion of proceeds from sales from the evening benefitting EMC. 115 people attended.



Stella & Dot Hoopla Event, Orlando, FL

Annual Hoopla conference was held to launch Every Mother Counts' and Stella & Dot's partnership, as well as to launch the Enlighten bracelet. A screening of TOGETHER WE CAN followed. 3,500 people attended.

Hamptons Fundraiser, Montauk, New York

Alice and Jaclyn Houseknecht hosted a fundraiser for EMC at their home in Montauk. 77 people attended.



NO WOMAN, NO CRY Screening, Duluth, MN

EMC's running ambassador, Kayla Keigley, hosted a screening of NO WOMAN, NO CRY. 55 people attended.

Oiselle Screens EVERY MILE, EVERY MOTHER, Seattle, WA

Apparel partner, Oiselle, hosted a screening of EVERY MILE, EVERY MOTHER to raise awareness about Every Mother Counts' running efforts. 125 people attended.



Wharton Business School, Philadelphia, PA

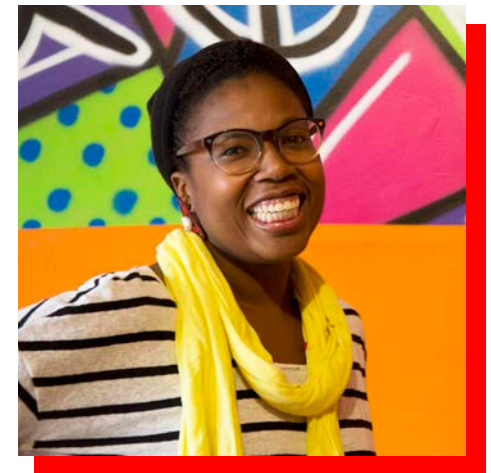
EMC's Executive Director spoke to Wharton Business School undergraduate and graduate students, challenging them to present creative campaigns for Mother's Day. 60 people attended.

New grant to Ancient Song Doula Services (\$154,649)

Providing doula care, nutrition education, and group support to low-income at-risk women of color and supporting community doula training in NYC.

barre3 Screens TOGETHER WE CAN and THE MAKING OF A MIDWIFE, Portland, OR

barre3 screened Every Mother Counts' films at their annual convention to raise awareness about Every Mother Counts' work around the world. 100 people attended.



Hamptons Half Marathon, East Hampton, NY

Team EMC ran the Hamptons Half Marathon. 20 runners and 5 volunteers participated in the race.

Mom Trends—Fashion Forward, New York City

Blogger event for which Every Mother Counts was the charity partner. EMC's Founder spoke and screened TOGETHER WE CAN. 100 people attended.



NCW Magazine, Los Angeles, CA

EMC was the benefitting charity for fashion show event held in Los Angeles, California. 300 people attended.

Mama Kit donation

538 EMC "mama kits" were delivered to Kijura Health Centre in Kabarole District in Western Uganda via Baylor Uganda.

The Nurture Event, Los Angeles, CA

A celebratory evening honoring the nourishment of women, men and babies, held to raise awareness about Every Mother Counts. 100 people attended.



Screening of EVERY MILE, EVERY MOTHER, Chicago, IL

On the weekend of the Chicago marathon, Citizens of Humanity sponsored a screening of EVERY MILE, EVERY MOTHER at Soho House Chicago followed by a panel discussion with EMC's Founder, EMC's Executive Director, Lifeway CEO and founding corporate partner Julie Smolyansky, and Team EMC Running Ambassador, Ayesha Akhtar. 85 people attended.

Chicago Marathon, Chicago, IL

Team EMC ran the Chicago Marathon to raise awareness and funds for Every Mother Counts. The team was sponsored by Tradeweb and Guess Foundation, along with partners The Bump, Citizens of Humanity, Oiselle and Minted. 10 runners participated in the race.



Chicago Ideas, Chicago

EMC's Founder was one of the keynote speakers at the event, which was followed by a screening of TOGETHER WE CAN. Over 2,500 people attended.



Wine & Cheese Event, Wellesley, MA

A family member of a Team EMC runner hosted a gathering of 30 people to raise funds for the New York and Chicago Marathon runs to benefit Every Mother Counts' lifesaving programs.

NYC Marathon, New York City

Almost 100 runners, the largest group of individuals on Team EMC to date, ran the NYC Marathon on behalf of EMC. The team was sponsored by Tradeweb and Guess Foundation, along with partners The Bump, Citizens of Humanity, Oiselle and Minted.

Nightingale School, New York City

EMC's Founder spoke to Nightingale School students in grades 3-12 about philanthropy for Giving Tuesday. 390 people attended.



Joyride Ridgefield and Kilometers 5k, Ridgefield, CT

150 runners on Team EMC ran the Joyride Ridgefield and Kilometers 5K. All proceeds of the event went to EMC.

OTTE NY, New York City

OTTE NY held an evening of in-store shopping, with proceeds from the evening benefitting EMC. 75 people attended.



LoveEMC Event, New York City

The first annual LoveEMC event, held at the Bowery Hotel in New York City, aimed to raise awareness and funds for Every Mother Counts. The event was co-hosted by EMC's Founder and Karlie Kloss, with musical performances from Grouplove, Vashtie, ASTR, and Jonny Famous. 470 people attended.

PORTER Magazine, London

Porter Magazine hosted an awareness event for Every Mother Counts in London at the Bulgari Hotel. EMC's Founder hosted the event and screened four short films highlighting Every Mother Counts' work on maternal health. Approximately 70 people attended.



TRUST conference, London

EMC's Founder attended the Trust Women Conference in London and presented the Outstanding Journalism Award to Nigerian journalist, Chika Oduah. At the closing event of the conference, she and Monique Villa, Executive Director of Thompson Reuters Foundation, co-led a panel discussion with 2014 Nobel Peace Prize winner and internationally acclaimed children's rights activist, Kailash Satyarthi, and delegates from the KidsRights Foundation. 500 people attended.



Tobey Grey Fundraiser, Weston, MA

EMC was the benefitting charity for Tobey Grey's clothing boutique. EMC's Executive Director spoke on behalf of Every Mother Counts. 75 people attended.



Soul Cycle Fundraiser, New York City

Soul Cycle and Master Coach Stacey Griffith hosted a charity ride to benefit EMC and maternal health at Soul Cycle's East 83rd Street location. 44 people attended the class.

Pure Yoga Class, New York City

Pure Yoga NYC, President of Equinox, Sarah Robb O'Hagan, and yoga instructor, Tanya B, hosted an evening of vinyasa, followed by a screening to benefit Every Mother Counts. 45 people attended the class.





REACH

Every Mother Counts began as an awareness-raising campaign because not enough people knew that pregnancy and childbirth claim hundreds of thousands of lives every year. But unlike so many other global health challenges, maternal health is one that touches us all. Pregnancy is not a disease, but pregnancy does make women, even healthy women, vulnerable to health complications. We know how to prevent maternal deaths and we're working towards that every day. Our goal is to honestly and visually communicate to the rest of the world what the challenges associated with poor maternal health are and what can be done about them—what IS possible.

As we prepare for 2015 and beyond, we decided it was important to conduct a baseline survey so that our future plans are rooted in a better understanding of the level of awareness that people have about maternal health, Every Mother Counts, and their preferred communication methods. The 20 question online survey included 540 participants in our core demographic (mothers, age 30-44, 75k+ household income and mostly college educated).

We also learned that:

- 72% would be more persuaded to get involved in solving maternal health challenges if efforts focused on the full range of a woman's pregnancy (before, during and after)
- 45% of participants want to be educated about the issue through human storytelling
- 70% of people prefer to purchase a product over the next year to support a cause, and 56% would rather just donate
- 13% of participants have heard of Every Mother Counts

Moving forward we will conduct an annual baseline survey each June (following Mother's Day, our busiest time) to further understand our community and what is resonating so that we can be as effective and efficient as possible in our future outreach.

The EMC Community

We are continuing to build a community of people who learn about this global tragedy through our events, blogs, films and website and who want to do more. These individuals are consciously opting in to be a part of our mission to make pregnancy and childbirth safe for every mother. They are signing up to receive regular information, attending events, donating resources, purchasing products, running races or engaging in other physical activities on behalf of EMC. We want to continue to build and energize these individuals with regular contact and interaction.

Social Media

EMC's ability to reach new audiences relies on our website and social media efforts. The information below details the expansion of these tools in 2014.

The Every Mother Counts Community in 2014

Email list	16,835
Facebook fans	59,659
Instagram followers	16,321
Twitter followers	16,657
Run Team EMC followers	163
Pinterest followers	730
Event list	1,000
Runners	11,845
Donors and Funders	11,086
Partners	60
Ambassadors and Interns	20
Staff and Board	15

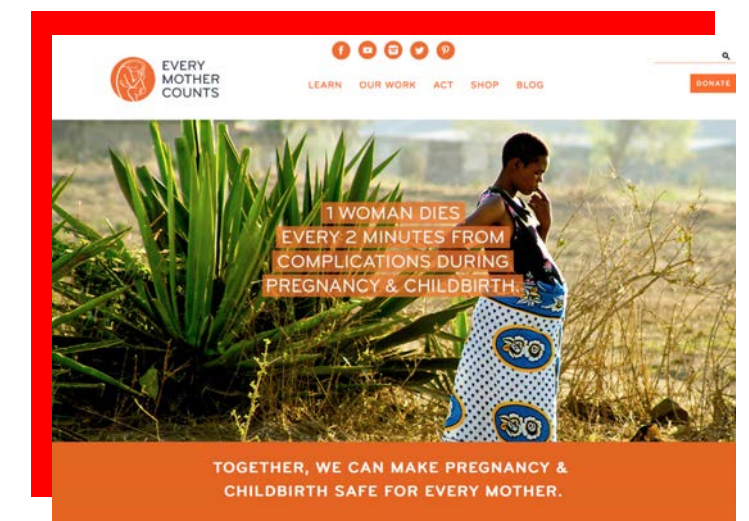
Online Communications

	2014	Growth
Web traffic	213k unique users	
Email list	16,835	39% growth over 2013
Facebook	59,659	68% growth over 2013
Twitter	16,820	47% growth over 2013
Instagram	16,321	389% growth over 2013
Pinterest	730	71% growth over 2013

This year, everymothercounts.org was completely re-designed in time for Mothers Day. These improvements to our website have already significantly improved our capacity to share and distribute content.

In 2014, over 213,221 unique users visited everymothercounts.org from 214 countries around the world, with an average of nearly 600 visitors per day and nearly 18,000 visitors per month. During the month of May, the website garnered the highest traffic of the year, with an average of 1,500 users per day.

Since the original site launch in 2012, Every Mother Counts has seen a 50% increase in web traffic.



Every Mother Counts updated our e-newsletter template for branding consistency, and grew the number of newsletter subscribers by 39% in 2014, with an average open rate of 17.4% across all campaigns.*

*From mailchimp analytics.



Through daily photo posts, the Every Mother Counts Facebook community is kept well informed on issues surrounding maternal health, as well as highly engaged on how to become part of the solution.

Updates include behind-the-scenes efforts, global agenda news, stories from our community (both at home and abroad), and updates on Every Mother Counts' grantees, including those individuals whose lives have been impacted by our work.

The Every Mother Counts Facebook community is comprised of 59,659 individuals. Over 24,000 individuals joined us in 2014, generating a 68% annual growth rate.



Every Mother Counts uses Twitter as a two-way flow of communication for sharing and gathering timely updates from the maternal health sphere. Through this medium we are able to share critical snapshots of our work, show cause-related support, highlight our impact on the ground, and weigh in on maternal health-related news from around the world.

In 2014, Every Mother Counts launched a secondary Twitter account focused on the EMC running team. The account serves both current and potential Team EMC runners by sharing up-to-date information on current and future races, how to join the team—whether you're a runner or not—and stats on how running makes a difference in the lives of mother's around the world.

The Every Mother Counts Twitter community is comprised of 16,820 people, including the @RunTeamEMC account. Of these individuals, 5,384 were new in 2014, showing a 47% increase over 2013.

In 2014, @everymomcounts generated nearly 4,000 retweets, averaging 5.74 re-tweets per post. Every Mother Counts received the most buzz on Twitter around Mother's Day.



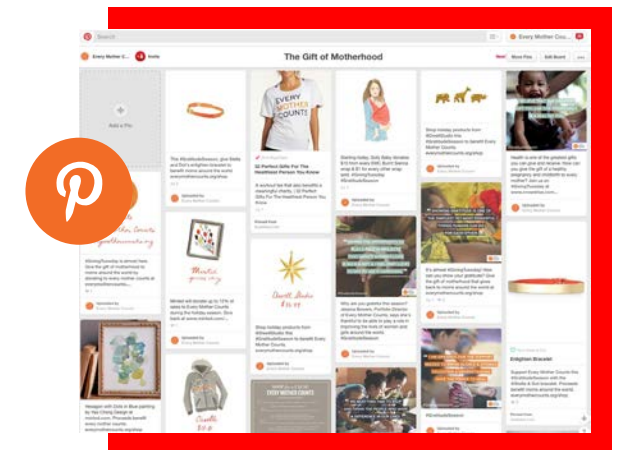
Instagram allows Every Mother Counts to provide our community with a close look at the inner-workings of the organization—including internal endeavors, events, and field visits. The platform allows us to further connect with our community on a personal level by showing our impact to those who support us through the use of meaningful visuals.

Our Instagram community is comprised of 16,321 individuals. 12,986 of these individuals joined in 2014, driving a 389% annual growth rate.



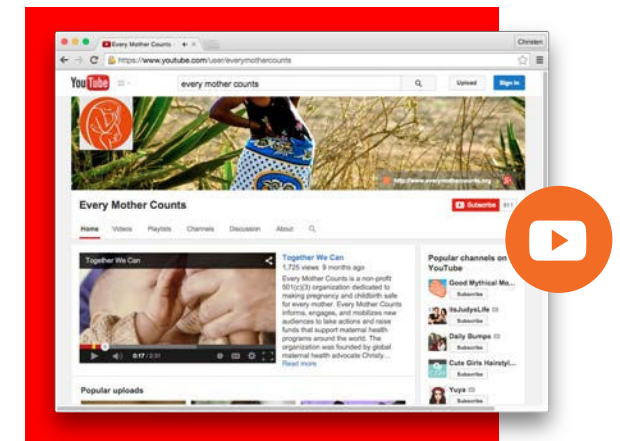
Every Mother Counts' Pinterest community grew by 71% in 2014. We currently have 730 individuals following a total of 20 boards that showcase our partnership products, events, and photos from the programs we support that address the three barriers to maternal health.

The Every Mother Counts holiday board is the most highly followed board, with 671 new followers this holiday season.



Every Mother Counts released 6 new films on YouTube and Vimeo in 2014, including EVERY 2 MINUTES, SEDA'S LIGHT, TOGETHER WE CAN, BODA FOR MOTHERS, the trailer for EVERY MILE, EVERY MOTHER and the four-part series, THE MAKING OF A MIDWIFE.

A total of 78,107 individuals watched Every Mother Counts' films in 2014. The most viewed film was our Mother's Day film, EVERY 2 MINUTES, with nearly 9,000 views, followed by SEDA'S LIGHT, which generated over 4,000 views.



Social Campaigns

Throughout the year, everymothercounts.org maintains a regular and robust editorial calendar, sharing timely information routinely through our normal social media channels. In addition, we have introduced two to three creative campaigns at key moments during the year to complement and reinforce our educational messaging.

The #Every2 Minutes campaign was designed to raise awareness about the startling fact that on Mother's Day, and every day, one woman dies every two minutes from complications related to pregnancy and childbirth.

To drive change, we asked the online community to take action—both online and offline. The calls to action included: watching and sharing the short film, EVERY 2 MINUTES, uploading two photos of the day they were born a mom (over 300 moms participated), sharing two facts about maternal health, donating two dollars, buying two gifts from our collection of partner products, or reading a birth story and sharing it with two friends.

With the participation of key influencers and our social community, these engaging drivers generated a total of over 2 million actions.

The #Every2 hash tag was used nearly 3,000 times on Twitter, reaching more than 17 million people and contributing to the addition of 10,000 new members to our online community.

During the month of October, 100 runners on Team EMC covered a total of 2,620 miles running the Chicago and New York City Marathons to raise awareness and funds to get women closer to the critical maternal healthcare they need.

The #EveryMileEveryMother campaign was introduced during this marathon season (complementing our short film by the same title) to encourage individuals to learn about why Team EMC runs, and about the impact running makes in the lives of mothers around the world.

The core call to action was to watch and share THE WALK, a film created to show the barrier that distance presents to women when accessing maternity care.

During the length of the campaign, the hashtag #EveryMileEveryMother was used over 1,000 times on twitter—reaching more than 12 million people. We also generated nearly 3,000 views of THE WALK, and grew OUR social community by nearly 3,000 new individuals.

During the holiday season, Every Mother Counts drove traffic to our holiday gift guide, featuring partner products that all generated donations to Every Mother Counts. 100% of these donations are invested in life-saving programs around the world.

The gift guide was shared across social media by a number of influencers, and significantly increased traffic to the Shop page on our website, generating nearly 4,000 unique page views during the month of December.



Earned media

Earned media—including newspapers, magazines, television and radio channels—remains a key part of our advocacy work. Our Founder continues to be EMC's main spokesperson for the organization in feature stories and television coverage, but our creative social campaigns allow us to talk about the state of maternal health in a consumer-friendly way without relying as heavily on our Founder. This year, we spent a lot of time harvesting relationships with the mom blogger community, first by having a presence at ALT (the design blog conference attended by over 550 designers and bloggers) and then engaging with those bloggers later on to help us kick off our #Every2 campaign in May. More than a dozen bloggers shared their stories about the day they became a mom.

In addition, our partners' own creative campaigns incorporated EMC messages at key moments. These partners helped amplify our visibility with the press, which allowed us to broaden our reach and tap new supporters.



Media highlights included: Christy was featured on the cover and inside several national magazines, which focused on Every Mother Counts including *Redbook*, *Porter Magazine*, *Condé Nast Traveler* and *V Magazine*. Christy was selected as one of *Time Magazine's* 100's Most Influential People for her advocacy work with Every Mother Counts, and we had over a hundred feature articles and broadcast segments about the organization. Notable mentions include: CBS This Morning, Good Morning America, FOX News, MSNBC, Vogue, Today Show, Glamour, USA Today, and Everyday Health.

As we move forward, EMC wants to keep human storytelling at the forefront of our communications plan and broaden the personal connection so that it's not only Christy's story and perspective that people connect with. Given the universal nature of our issue, there are countless stories to tell about mothers from all over the world. And as we learned from our recent survey, human storytelling is what most inspires people to engage on social issues. Every Mother Counts will strive to pitch media (print, broadcast, online) with compelling stories that link back to the three main barriers to maternal health that EMC is addressing through our grants portfolio: Transportation, Education and Supplies.



Every Mother Counts started with a film—NO WOMAN, NO CRY. We realized at the time that film is a powerful tool to help bridge the distance between mothers all around the world and to connect people through stories that emphasize the universality of motherhood. We continue to use film to inspire, educate, and update our community on the issue of maternal health, but moreover to show what is possible and the impact that our investments are making around the world.

THE MAKING OF A MIDWIFE—Part 4

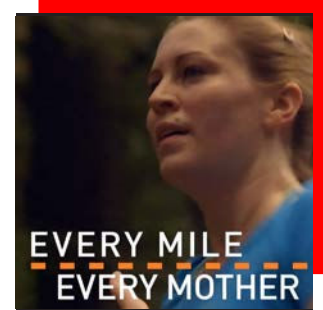
In 2013, EMC unveiled 3 parts of a 4-part film series tracking the 2013 class of Midwives For Haiti students, supported by EMC. In Part 4 of THE MAKING OF A MIDWIFE (which was released in 2014), Midwives for Haiti’s 2013 class graduates. Juslène, one of 23 newly minted midwives, explains that she is eager to find work but that it is challenging in Haiti, despite the great need. She is passionate about putting her training to use. Nadene, the founder of Midwives for Haiti, believes that Juslène is a perfect candidate for the birth center in Cabestor, which Midwives For Haiti hopes to open this year. Cinematographer: Belony Jean-Piere of the Ciné Institute of Jacmel. Editor: Gladys Mae Murphy.



EVERY MILE, EVERY MOTHER

Directed by Christy Turlington Burns and produced by Clancy McCarty, EVERY MILE, EVERY MOTHER is a 15-minute short film that explores long distance running and relay races as a metaphor for birth. This film was made in association with Citizens of Humanity.

This film highlights the barrier distance creates for women trying to access critical maternity care, but also illustrates the support and teamwork required to insure a safe and empowering birth experience for mothers. With a 3-camera crew, the film follows the team’s journey in real time over 24 hours, interweaving footage of pregnant women from around the world. The film’s final message is: When we run as a team, each of us carries the other. As we train and race as a team, we are working to carry with us the mothers of the world.



The film premiered at the Soho House New York City on May 1st alongside Roger Ross William’s short film TUTU, and has since been screened in Chicago, Seattle, and various locations in NYC. The film will be distributed more widely in 2015. Director of Photography: Nicole Mackinlay-Hahn. Editor: Andy Grieve. Featuring music by Edward Sharpe & the Magnetic Zeros and Bill Sherman.



SEDA’S LIGHT

Seda, a 25-year-old nurse-midwife, is the only skilled birth attendant on staff in the maternity ward at Chakhaza Health Center in Dowa, Malawi. Only 1% of the rural population in Malawi is linked to the national electricity grid, and Seda, like many health care workers, struggles without power to make sure pregnant women can deliver safely, often times in the dark. That’s why Every Mother Counts is supporting We Care Solar by providing Chakhaza and 39 other rural health facilities in Malawi with solar powered electricity that’s available 24/7. Cinematographer: Venetia Dearden (VII). Editor: Jess Reynolds.

BODA FOR MOTHERS

4,700 women die in Uganda each year due to complications related to pregnancy and childbirth. Oftentimes, distance is the biggest barrier for women to access timely and skilled care during pregnancy and labor. In three districts of Uganda, Every Mother Counts is supporting Baylor Children’s Foundation Uganda’s provision of vouchers to ensure that women have affordable access to transportation that will enable them to reach a clinic and receive skilled care to deliver safely. This film introduces some of the women benefitting from this grant and explores the impact transportation makes to their health. Cinematographer: Venetia Dearden (VII). Editor: Jess Reynolds. Music by Michael Reinmuller (MCR) via scoreAscore.



ACTION

Traditionally, we have tracked any effort that an individual has taken to either raise awareness and/or resources that support our programs around the world. Often the largest numbers for actions take place online and over social networks. Actions such as watching a film, reading and sharing a blog or adding a personal story about maternal health are all critical because the ripple effect of all those individual actions help to expand our reach and raise awareness in new networks. In addition, we carefully track all of the actions people take offline, which range from attending an event to running a race to buying a product, and even those who find their own unique way to raise awareness about the issue. In 2014, we reached 3,315,966 actions in total, with 3 million of those actions taken online. As we move forward, EMC will continue to encourage robust and active social media support to further expand our reach, but we will be dedicating more energy and resources to expanding opportunities to engage in offline actions as well, with a special emphasis on events, corporate partnerships, and an expanded running program.

In 2014, we tracked 193,186 offline actions:

In addition, we tracked 3,079,087 online actions that helped expand our reach:

2,955,283 Stories shared, which includes online actions generated from the core Mother’s Day campaign, engaged Facebook and Twitter users, and guest bloggers.

45,697 Friends joined, which includes all new members to Every Mother Counts’ online community, including Facebook, Twitter, Instagram, Pinterest and EMC newsletter subscribers.

78,107 Films viewed across Every Mother Counts’ YouTube and Vimeo channels.

In the following section, we highlight the key categories of actions taken this year to support Every Mother Counts including running, corporate partnerships, events and online donations. In addition, members of our community continue to surprise us with their own creative ideas and enthusiasm to support our efforts. Some of those that didn’t fit into any particular category this year included:

SUPPLY DRIVE: “Every Mother” Kits: More than 500 people put together a “mama kit” which included all the basics a new mother needs to deliver safely as well as a couple of additional niceties like a new blanket or hat for the baby. These kits were delivered to Uganda and are being distributed to moms supported through our transport voucher program.

ART SHOW: Kristi York Wooten reached out about organizing an art show in Brooklyn called MotherLove featuring art by female artists at the Life of Mars gallery. The event included a special performance by Rufus and Martha Wainwright and a percentage of the art sold benefitted EMC.

OUTER EDGE CROSSFIT’S “MUSCLES FOR MOMS”: After meeting the EMC team at an event in Seattle, Kim Craig was inspired to find a way to support the organization and organized a “Muscles for Moms” class at her Crossfit gym where participants each donated \$10 to take part in the class and the funds were all donated to EMC.

Running



In addition to races, we partner with Charity Miles so that everyday jogs, walks and cycling can also support Every Mother Counts. The free app tracks miles and donates \$0.25 to EMC for every mile run or walked and \$0.10 for every mile biked. Our runners love using this app, as they are able to support EMC through an action they can take any time, anywhere. To celebrate National Running Day this year (June 4) we asked runners to run in solidarity with us while using the Charity Miles app. In total, at year-end, we had more than 36,000 individuals support us through the Charity Miles app, generating close to \$25,000 for EMC's grant programs.



This year we also launched the EMC Running Ambassador Program with 15 women located all across the country organizing running teams for local races of all distances. We provide these ambassadors with logistical support and continued maternal health education, so that they can work as extensions of our organization within their own communities. In addition to participating in running events, they are educating their communities by hosting screenings of our films in local movie theaters and yoga studios and engaging with local businesses to hold raffles and silent auctions. We are grateful for the great work these ambassadors are doing, the energy and dedication they are contributing, and so excited about the potential to inspire others to join them.

Organized marathons and half marathons continue to raise the majority of funds for us through running. In 2014, we had official running teams representing EMC at the Los Angeles Marathon, NYC Half Marathon, Brooklyn Half Marathon, Hamptons Half Marathon, the Chicago Marathon, and the NYC marathon. We also welcomed the support of our EMC volunteers who handed out water and Gatorade at both the Hamptons Half and the NYC Marathons, which allowed others to play an active role in our running events without running.



In addition to these teams organized by EMC, we had many supporters participating in races of various lengths and locations independently to raise funds and awareness for maternal health. We had over 450 runners at 44 marathons, half marathons, 10Ks, and 5Ks all over the country, including in San Francisco, Phoenix, Jackson Hole, Austin, Miami, Pittsburgh and many, many other locations in the U.S. and Canada.



In November 2014, Amy Pal and Jennifer Hansen of Joyride Ridgefield and Marc Chapman, owner of the running store Kilometers, organized a 5K in their community in Ridgefield, CT and donated 100% of the proceeds to EMC. They had 150 runners participate in the race, raising \$5,000 for EMC.



Some individuals truly went above and beyond. Rebecca Egbert represented EMC in the Ghosts of Yellowstone 100 Miler, the very first ultra marathon for EMC, and Amy Siegel represented Every Mother Counts in the Pepsico Transrockies Run, traveling 120 miles of trails over 6 days with a team of 3 friends through the Rocky Mountains. Anick Guira individually raised over \$22,000 for our NYC Marathon team and Carey Socol continues running across the country, getting closer to achieving her goal of running 50 marathons in 50 states on behalf of EMC (she's covered 26 states and raised over \$30,000 for EMC)!



Private Sector Partnerships



In addition, a wide variety of private sector entities supported EMC by providing in-kind donations, sponsoring an event or running team, holding a one-night shopping event or even by matching employee contributions. The partnerships range in size and scale, but all of them share the same goals: to amplify EMC's efforts to raise awareness about maternal health with their customers and to generate funds to support our grants portfolio.

Many of our corporate partnerships feature products that have been designed exclusively for Every Mother Counts. A portion of proceeds from these partnerships are donated to EMC and invested in the grants portfolio. Others dedicate existing products or campaigns to Every Mother Counts by contributing proceeds and furthering our mission through joint messaging. While we continue to tally sales and actions from our partners for 2014, as of December 31, 2014, we can track a total of 176,312 actions inspired by our private sector partners in support of maternal health which raised over \$385,524 for EMC's grants.¹

Product Partnerships:

Altruelle—Designed a charm, with a portion of proceeds benefitting EMC.

Amazon Smile—Donated 0.5% of the price of eligible purchases when customers select EMC as their designated charity.

Ariana Rabbani—Donated \$90 from each EMC exclusive necklace sold.

BabyCenter—Made a donation to EMC for each download of the BabyCenter app during November and promoted EMC's work through the Global Giving platform.

BAMR Bands—Donated \$1 for each athletic headband sold.

barre3—Donated 100% of proceeds of their Mother's Day weekend classes to EMC. Provided a "barre3 Mother Lover Package" for EMC to include in a silent auction at our Chicago Screening event.

Billie Blooms—Donated \$1 from every pair of bloomers sold. Created an exclusive EMC Orange Bloomer and supplied discount cards to the #MomLove event.

Bubby's Restaurant—Donated 10% for each item ordered from the children's menu.

The Bump—Launched a charity registry program where EMC was the only original charity partner. Donated proceeds of The Bump Pregnancy app during October and sponsored the Chicago and NYC Marathon teams.

Calvin Klein Underwear—Financially supported the EMC campaign and made an additional holiday donation, which was noted on their corporate holiday cards.

Children Inspired Designs—Donated \$10 of every Compassion Map sold on Brickyard Buffalo.com in April.

Chop't Creative Salad Company—Donated \$1 from each of the Destination Salads sold on Fridays during the month of September. Included EMC in-store signage, orange colored bowls and cobranded bags for all purchases during the month.

Citizens of Humanity—Donated \$40 from every pair of EMC maternity jeans and \$15 from every EMC tee-shirt sold (both in partnership with Pea in the Pod). Sponsored Chicago and NYC Marathon Teams and the screening of the EVERY MILE, EVERY MOTHER film at the Chicago Soho House. COH and EMC launched a social media campaign in October during which COH donated \$1 for every post using the hashtag #beagoodcitizen.

Dwell Studios—Designed a line of holiday ornaments made in Haiti and donated 50% of the proceeds to EMC.

Emile M.—Donated 5% of sales from their handbag collection during the month of May.

Ergobaby—Donated 10% of sales of the custom EMC-designed baby carrier, diaper bag, and clutch benefitting EMC.

Eternity (COTY)—Donated 100% of proceeds of Eternity perfume during a week up to \$30,000 in May and allowed EMC to "take over" all social media channels for a day. Eternity (COTY) was also the title sponsor for MPower 2014 Luncheon.

GiveScent—Created a custom scent—Give ORANGE—and donated a portion of proceeds from the scent to EMC.

HATCH—Donated \$5 from each item of clothing sold through July. Hosted a Mama Kit packing party in May that benefitted our grantee in Common Sense Childbirth in Florida.

INSTANT Galleries—Donated 50% of profits from every print sold during the month of October.

Jawbone—Donated \$15 from every UP24 fitness band sold online during May 2014 when customers entered a special EMC code.

KENZO—Using a Facebook app, a donation is generated for EMC every time a user virtually "passes the poppy" by sharing the video or submits their own video.

Marbelous—Donated 10% of proceeds from the sale of a special edition Every Mother Counts necklace.

Marvy Compression Socks—Donated \$1 from every pair of compression socks sold. Provided custom EMC compression socks for MPower Luncheon gift bag and for all Team EMC marathoners.

Master & Muse—Donated a portion of proceeds from every clothing sale in May to EMC.

Minted—Donated 2% of proceeds from all art sales to EMC and set up a holiday storefront through which any purchase on minted.com could generate a donation to EMC. Sponsored Chicago and NYC Marathon Teams. In addition, Minted provided MPower Luncheon menu and programs, as well as EMC holiday and Thank You cards.

Natural Child World—Donated 18% of the proceeds from "EMC's Featured Inspiration" line of children's toys. The company hosted NCW Style Night in Los Angeles that benefitted EMC.

Oiselle—Donated 40% of proceeds on an EMC collection of products. Oiselle also sponsored our Chicago and NYC Marathon teams and hosted a screening of EVERY MOTHER, EVERY MILE in Seattle.

Olivine—Donated 5% of proceeds from their line of beauty and personal care products throughout the year.

OTTE NY—Donated 20% of sales during the month of December at all NYC store locations to EMC. Supplied discount cards to the #LoveEMC event.

Pajama Company—Donated 10% of sales to EMC on "maternal health Mondays."

Pure Yoga—Hosted two charity yoga classes in May and a class and screening of EVERY MILE, EVERY MOTHER in December. Donated 5% of pre- and post-natal class fees during May.

ReverbNation—Donated a portion of proceeds from downloads of songs from artists that aligned themselves with EMC through the "Music for Good" program.

Solly Baby—Donated \$10 from every EMC Burnt Sienna wrap and \$1 for every other wrap sold.

SCOSHA—Donated 20% of proceeds from the sale of a special SCOSHA bracelet (sold in conjunction with the GiveScent Give ORANGE) to EMC.

Solid and Striped—Donated 20% of sales of bathing suits when customer entered a special code during December.

Stella & Dot—Named EMC as the Stella & Dot Foundation charity partner and donated 100% of the net proceeds from each EMC Enlighten Bracelet to EMC. In addition, Christy was the keynote speaker at their annual HOOPLA conference and Stella & Dot provided silent auction items for the Chicago Soho House Screening/Event.

The Baby Box Co.— Donated 15% of the sales price from the EMC-curated baby box.

TWELVE Little—Donated 5% of proceeds from the Carry Love Tote.

Yoga Vida—Donated 50% of the proceeds from a daily "community class" benefitting EMC.

Zero + Maria Cornejo—Donated 20% of proceeds from sales of clothing during a week in May and hosted an in-store event benefitting EMC.

¹Not all partners were able to provide final tallies by the end of the year due to their internal accounting schedules.

Other Corporate Supporters

In addition to the above partners, Every Mother Counts enjoys the support of a wide variety of other companies. Some of these companies supported our events with in-kind donations, some supported us through matching their employees' donations, some made direct contributions, and some offered pro-bono or low-bono rates.

Aaron Atwood DDS	Gigantic Studios	Plus Two LLC
Above All Daycare of Merrick	Girl & Goat	Poppy's Catering
Acadian Asset Management	Gloss Studios	Porter Magazine
Active Network	Goldman Sachs	Prevention Genetics LLC
American Express	Google, Inc.	Raffa Accounting
AOL	Grace	Red Land High School
Ash + Ames llc	Grassini Family Wines	scoreAscore
ASTR	Greater Boston Senior Home Care	Sempre Avanti
Audrey Road INC	GroupLove	Serenity Fitness Boutique
Bank of America	GT Oyster Bar	Sesame Workshop
Beats By Dre	Guess Foundation	SFGirlByBay.com
Benevity Community Impact Fund	Harbor	Sharesale
Blades Beauty	HL Group Partners, LLC	Shower Pill
Boka Restaurant Group	Horizon Paper Co.	Skender Foundation
Breathelv LLC	Ilana Ariel LLC	Soros Fund Charitable Foundation
Bubbie's Pie Co Inc	Imedeen	Soubelet
Budweiser	Instinet A Normura Company	Soul Cycle
Calista Crafts	J.Crew	Square Inc.
Chanel Inc.	J. J. B. Hilliard, W.L Lyons, LLC	Studio B Fitness
Charity Buzz	John Hendleston	Sub Rosa
Charity Miles	JP Morgan	Sundance
Chevron	Julie Wray	Sundance Channel
Chevron Humankind Matching Gift	Karlie's Kookies	Sunken Treasure Publishing
Cigna	Kenney & MacDonald Inc	Sustain Condoms
Cigna Foundation	Lanvin	Takeda Pharmaceuticals
City Physical Therapy, PC	Life on Mars Gallery	The Benevity Community Fund
City Winery	Lifeway Inc.	The Bowery Hotel
Clarins	LinkedIn	The Goodman Theatre
Coach	Lunchtime Works	The Habit Orange County, Inc
Color	Luulemon Usa Inc.	The Lions
Condé Nast Entertainment	MacArthur Foundation	The Smile
Covidien	Macrostie Art Center	Toyota Motor North America
Covington & Burling LLP	Macy's	Tradeweb Markets LLC
Create NYC	Mama Mio	TRUIST
Decorative Traces	Marc Jacobs	TSG Consumer Partners
Destination Maternity Corporation	Mass Mutual Financial Group	Two Sigma
(A Pea in the Pod)	Merck & Co.	UBS
Deutsche Bank	Merck Partnership for Giving	United Talent Agency
DJ Jonny Famous	Meredith Corporation	United Way of Northern New Jersey
DJ Vashtie	Michael's Restaurant	Veda
DL Jeans	Microsoft	Verizon
Edward Jones	Morgan Stanley	Vinegar Hill House
Equinox	New Venture Fund	Vinson & Elkins LLP
Etienne Aigner	Nike	Wayfair
Exceed Physical Culture	Oppenheimer	Westmoreland Rotary Club
Expedia	Paula A Merritt	YourCause, LLC
Fabrizio Accessories	Perkins Coie Trust Company	Zeitgeist Arts, LLC
Facebook	Peroni	
Fidelity	Pfizer Inc	
Four Women NYC	Phillips-Van Heusen Foundation	
Fox Fodder Farm	Picky Bars	
Gelfand, Rennert & Feldman	Pink Chicken	

Events

Every year, we participate in a wide range of events to meet and engage supporters and partners, to raise awareness and activate the community. We recognize the unique opportunity that events of all kinds offer, especially those events that we cultivate ourselves to bolster our existing community. To date, the majority of events we have participated in are executed by other organizations or entities. These events help us to make contact with new individuals by partnering with other organizations. We have taken a conservative approach with regard to producing our own events until now. Traditionally, we have hosted an annual fundraising luncheon called the MPower Luncheon, which has grown steadily over the past three years. With additional human resources and volunteer support, we feel confident that we can now grow this area and expand outside of New York.

In May, our annual MPower Lunch in NYC included a dynamic conversation between ABC correspondent Deborah Roberts and Ryan Hansen, founder of the Tara Hansen Foundation. We were fortunate enough to welcome Nadene Brunk, representing our grantee Midwives For Haiti and Jennie Joseph representing our grantee Commonsense Childbirth to speak as well. The MPower Lunch has been and will remain a marquee event for EMC, and while they remain intimate affairs, we raised \$285,000 for EMC through this single event.

In an attempt to broaden our reach with a more inclusive event, we tested two new event models: the LoveEMC concert in New York, and a screening of EVERY MILE, EVERY MOTHER in Chicago. The LoveEMC concert brought together 450 New Yorkers in a welcoming and celebratory environment to introduce EMC to new audiences. Christy spoke briefly and introduced the TOGETHER WE CAN film, which highlights the scope of our work and the impact of our investments to date. Guests then enjoyed musical performances by GroupLove and ASTR and listened to DJs Vashtie and Jonny Famous (all of whom donated their time). The second was a screening event to premiere EVERY MILE, EVERY MOTHER in Chicago at the Soho House. This event, sponsored by Citizens of Humanity, took place on the eve of the Chicago Marathon and served both as an introduction of EMC in Chicago and as a recruitment opportunity for new runners, supporters and ambassadors in the Chicago area.

We also continued to participate in third-party events and strategic opportunities. A few notable highlights included: participation in policy events such as USAID's "Acting on the Call," the No Ceilings Full Participation Project, which was a dialogue between Christy and Chelsea Clinton as part of their ongoing online series, and Chicago Ideas Week. There are always requests for additional event collaboration from corporate partners but these types of events are generally dictated by the size of the partnership. Christy attended Stella & Dot's annual Hoopla conference to announce our global partnership. Porter Magazine hosted a film screening in London in conjunction with FILMAID where Christy shared four short films. Christy was in London to participate in the Trust Women Conference and her visit coincided with the time period when Porter magazine's cover story about Christy was still on stands. In addition to these new event models, we have continued to cultivate interest to support EMC physically through health and wellness oriented events. With the encouragement of an enthusiastic supporter, we participated in our second charity ride at Soul Cycle led by Senior Master Coach Stacey Griffith, and Pure Yoga donated space and an instructor for a fundraising event hosted by Christy and Equinox's President Sarah Robb O'Hagan.



Donations

Every Mother Counts' grant portfolio is 100% crowd-sourced. That means that all of the grants detailed in the following section are funded by a large number of small contributions, not by a few large donors. Some of those funds come through individual purchases. Much of it comes through people sponsoring a loved one's race or through direct donations at everymothercounts.org.



100% of every dollar raised through these direct donations was invested in our grants portfolio.



IMPACT

In addition, we renewed grants to Midwives For Haiti, Commonsense Childbirth in central Florida, and Baylor College of Medicine Children's Foundation Uganda. Our grants to Partners In Health in Haiti and We Care Solar in Malawi continued in 2014 and we concluded our grant to Bumi Sehat in Indonesia.

EMC measures the progress of our grants by tracking the impact of them on real lives. With the refresh of our website we were able to share this impact in as close to 'real-time' as possible. We try to be conservative and only count those lives directly impacted by our work, knowing that many others are indirectly affected as well. These include:

- Patients and babies directly receiving services
- Health workers trained
- Individuals whose salary or wages are covered by the grant
- Health workers who are directly impacted by the investment we have made

We take accuracy and accountability very seriously and are careful to avoid counting the same person twice. We strive for a fair and conservative approximation because it is nearly impossible to estimate the total of every life impacted by the improved health of a mother in her home and her community. To date, our grants have impacted over 148,183 lives (from October 2012 to December 2014).

Spotlight: Lives Impacted

Baylor Uganda: 68,586 moms transported and babies delivered since 2012 in Uganda

Midwives For Haiti: 34 students trained, 11,220 moms receiving care and babies delivered by MFH students and grads in Haiti

Commonsense Childbirth: 658 moms and babies in Florida benefitted from prenatal care and education since 2013

Bumi Sehat: 12,066 Indonesian moms tested, babies delivered and community members educated about HIV at Bumi Sehat in 2013/2014

Partners in Health: 625 health workers trained and 8,812 moms receiving care and babies delivered in Haiti since 2013

We Care Solar: 42,402 moms and babies benefitted from electricity in 40 clinics in Malawi

DPS/CPK: 3,016 moms receiving care & babies delivered in the DRC

Nazdeek: 80 activists and lawyers trained, 24 health workers and community members educated and five petitioners receiving legal support in India

Ancient Song: 70 women and their babies received doula support and 19 doulas were trained in NYC

EMC's Grant Portfolio

EMC launched three new grants in 2014: to Nazdeek in India, to Ancient Song Doula Services in New York in the U.S. and a one-time grant in the Democratic Republic of Congo. We also renewed grants in Haiti, Uganda and in Florida and continued work through existing grants in Haiti and Malawi. Our grant to Bumi Sehat in Indonesia was concluded after successfully meeting its goals.

INDIA: Nazdeek

Training activists and lawyers to document maternal health rights violations and secure legal judgments that mandate better healthcare for mothers

Location: Delhi and Assam, India

Grant Amount: \$40,079

The Problem: 50,000 women die from pregnancy and childbirth-related causes every year in India, accounting for 17% of all maternal deaths globally—more than any other country. Historical discrimination against women, particularly poor women from lower castes and tribal populations, drive India's high rate of maternal deaths.

EMC's Approach: In spite of laws that mandate free care for all pregnant and lactating women in India, they are routinely refused care at health facilities, or receive substandard care and cruel treatment from health workers. In 2010, Nazdeek's principals sued the government on behalf of women who were denied care at health facilities while in labor, and won, leading to increased monitoring and reporting of facility violations, victim compensation, and shelter homes for homeless pregnant/nursing women. With EMC support, Nazdeek is training lawyers and activists in India to document systematic maternal health violations and file strategic lawsuits against the government for failing to ensure access to care. The goal is to win court-ordered improvements in service delivery at health facilities.



NEW YORK, U.S.: Ancient Song Doula Services

Supporting the provision of comprehensive doula care, nutrition education and group support to 350 low-income at-risk women of color and the training of 60 community-based doulas in NYC

Location: New York City

Grant Amount: \$154,649

The Problem: Maternal health in New York City is among the worst in the nation. Low-income women of color are disproportionately impacted. Preexisting health conditions coupled with sub-standard care, unnecessary interventions, discrimination, and women unable to use their voices to advocate for themselves result in many pregnant women not seeking or receiving the care and resources they need.

EMC's Approach: A 2014 American College of Obstetrics & Gynecology report stated that one of the most effective tools to improve delivery outcomes and reduce C-sections is the presence of a continuous support person, like a doula, during labor and delivery. Doula care has been shown to improve medical outcomes, control costs, and reduce health disparities. Comprehensive, community-based doula care coupled with nutrition education, group support and resources - like those provided by Ancient Song Doula Services - can give a voice to and empower low-income pregnant women of color and lead to healthier pregnancies.



HAITI: Midwives For Haiti and Partners In Health

Location: throughout Haiti

Grant Amounts: Midwives For Haiti: \$54,000 (2012), \$135,402 (2014); Partners In Health: \$251,277 (2013)

The Problem: Haiti suffers from a critical shortage of trained healthcare workers, particularly skilled birth attendants. Three quarters of mothers in Haiti give birth at home without a skilled birth attendant or access to emergency obstetric care. Most of these women live in the rural areas of Haiti.

EMC's Approach: Every Mother Counts is working with Midwives For Haiti (MFH) and Partners In Health (PIH) to increase the provision of quality, skilled delivery care in rural Haiti. EMC is supporting MFH's training of the 17-member 2014/2015 class of midwives and the renovation, supplies and first year's operation of a birth center in rural Cabestor, Haiti. EMC is supporting PIH's provision of in-service skills training on pregnancy care, labor and delivery for health workers throughout Haiti, and the training of frontline health workers in Mirebalais to identify high-risk pregnancies and provide targeted referrals.

EMC's grant to PIH continued in 2014 with the training of health workers from PIH sites throughout the country. It also supported the ramp-up of training of community health agents in Mirebalais, educating them on a range of topics in basic pregnancy care. MFH began to lay the groundwork for the development of the community clinic and birth center in Cabestor, working with the community to identify and prepare the site and to build awareness and demand for services. The clinic is slated to open in spring 2015.

FLORIDA, U.S.: Commonsense Childbirth

Supporting comprehensive prenatal care and education for low-income, at-risk mothers

Location: central Florida

Grant Amounts: \$63,000 (2013), \$127,400 (2014)

The Problem: The U.S. ranks 60th in the world in terms of maternal health, and is one of just ten countries in the world, among them Afghanistan and Chad, where maternal mortality is actually rising. Maternal mortality rates in the U.S. tripled in the last 25 years. Access to prenatal education and care are crucial for reducing these rates because women who do not receive prenatal care are three to four times more likely to die than women who do. Even those who can access Medicaid generally only qualify for a maximum of ten prenatal visits but experts recommend 13-16 visits for a normal full-term pregnancy, and more for high-risk patients.

EMC's Approach: EMC gave our second grant to Commonsense Childbirth in May to support comprehensive prenatal care and education on topics like delivery, nutrition, breastfeeding and newborn care for 300 low-income, at-risk mothers and their partners. Through this grant, women will be able to get the recommended number of prenatal care visits plus prenatal education on nutrition, healthy pregnancy, breastfeeding, and newborn care.



KINSHASA, DEMOCRATIC REPUBLIC OF CONGO: Département de Santé de Communauté Presbytérienne de Kinshasa

Providing seven clinics with C-section instrument sets, delivery and postpartum beds, and an incinerator.

Location: Kinshasa, DRC

Grant Amount: \$10,000

The Problem: The Democratic Republic of Congo has one of the highest maternal mortality ratios in the world—an average of 730 deaths per 100,000 live births. Chronic shortages of medical supplies and equipment contribute to the problem. Health facilities lack essential supplies like surgical instruments, beds for moms to deliver and recover in and incinerators to safely dispose of medical waste.

EMC's Approach: In 2014 EMC gave a one-time 6-month grant to Département de Santé de Communauté Presbytérienne de Kinshasa (DPS/CPK) in the DRC to provide seven clinics with much-needed C-section instrument sets, delivery and postpartum beds, and an incinerator. The beds were purchased locally and delivered last spring, with vinyl-covered, easy-to-clean mattresses designed to prevent contamination replacing old deteriorated ones that were no longer safe for use. The incinerator was constructed in June, and will allow for safe disposal of medical waste. The new C-section instrument sets replaced ones that were old and/or incomplete, and allow for safe surgery for pregnant women who require it.

WESTERN UGANDA: Baylor College of Medicine Children's Foundation Uganda

Providing transportation vouchers to pregnant women in four rural districts in Uganda, enabling them to get to a clinic where they can deliver safely and receive pre- and postnatal care.

Location: Kabarole, Kyenjojo, and Kamwenge districts in Uganda

Grant Amounts: \$41,146 (2012), \$79,755 and \$17,156 (2013), \$422,520 (2014)

The Problem: On average, women in rural Uganda have to travel at least 13km to reach the nearest public health facility and often must do so on foot. If emergency care is needed, the distances are higher. Transport can actually be cost prohibitive to women delivering in a facility.

EMC's Approach: In June 2014, EMC expanded our support of Baylor Uganda moving from single-visit vouchers redeemable for transport to a facility for delivery or a postpartum visit to vouchers redeemable for transport to four prenatal visits, delivery and a postpartum visit. We gave Baylor Uganda a new \$422,520 grant to subsidize vouchers to transport approximately 20,000 moms to a clinic for the full range of pregnancy care. We also supported refresher trainings for boda taxi riders, and outreach to let women know about the voucher program. Demand for rides via vouchers has been high.

EMC also provided some in-kind support to Baylor Uganda in 2014. This past spring EMC's community collected and assembled mama kits intended to facilitate and incentivize women to deliver at a health facility. The kits each included some essential supplies needed for delivery as well as a baby blanket and hat, cloth diapers, and pads for post-partum moms. Our partner Project CURE shipped the kits to Uganda, and in July 538 mama kits were distributed to women at Kijura Health Center in Kabarole district.

SOUTHERN MALAWI: We Care Solar

Supporting the installation of solar suitcases—portable solar power sources—in 40 rural clinics, to provide much-needed electricity to health centers in Malawi.

Location: rural Malawi

Grant Amount: \$113,740

The Problem: One out of four health centers in Malawi has no access to electricity, which poses special challenges for emergencies and deliveries that take place at night. The lack of electricity makes it difficult to identify and address complications during and after delivery, deters women from delivering at health centers, and demoralizes health workers.

EMC's Approach: We Care Solar's innovative "solar suitcases" connect to solar paneling, providing solar power, lights and fetal monitors, and the ability to charge cell phones and other basic instruments that can improve referral systems and quality of care.

In 2014 We Care Solar installed all 40 solar suitcases in rural health centers throughout Malawi, with the final suitcases installed in October. The suitcases have improved health workers' ability to provide quality, timely care. We hope that as word spreads that the clinics have electricity and fetal dopplers, demand for prenatal care and facility deliveries will rise, and lead to better outcomes for moms and babies.



BALI, INDONESIA: Bumi Sehat

Supporting a community clinic and lab to counsel, educate, test and treat for HIV and other conditions that contribute to maternal deaths in Indonesia

Location: Bali, Indonesia

Grant Amount: \$49,950 (2013)

The Problem: Indirect causes like anemia, malaria, hepatitis, heart disease, and HIV/AIDS account for approximately 25% of maternal deaths in Asia. We were contacted by midwife Robin Lim in 2013 after she and her staff at Bumi Sehat clinic were exposed to HIV/AIDS during a birth, because they had no way of knowing the mother's HIV status. Awareness of HIV in Indonesia is low, and infection rates are rising.

EMC's Approach: EMC gave a grant to Bumi Sehat to build a lab that enables them to safely test and treat all pregnant patients for malaria, anemia, cervical cancer, HIV + other STIs, typhoid and other indirect causes of maternal death. The lab also allowed Bumi Sehat to provide prevention of mother-to-child transmission of HIV (PMTCT) for their patients. EMC's support also enabled Bumi Sehat to conduct community education and outreach on HIV to lay the groundwork for more understanding of the HIV virus and to encourage testing and treatment.

The grant concluded in December 2014. EMC is proud to have been able to support this lab, knowing that going forward, providers at Bumi Sehat will know the health risks of mothers before they deliver so that appropriate care can be administered and indirect causes of maternal death can be prevented.

Saving Mothers, Giving Life

Every Mother Counts is committed to engaging with a variety of partners to reduce preventable maternal deaths. Since 2012 we have been a founding partner of the Saving Mothers, Giving Life (SMGL) initiative working alongside the U.S. government, Merck For Mothers, American College of Obstetrics and Gynecology, the government of Norway and Project CURE.

The Saving Mothers, Giving Life initiative began with an ambitious goal to reduce maternal deaths by up to 50% in eight districts in Uganda and Zambia with alarmingly high maternal mortality rates. The SMGL model builds on existing national plans and strong local partnerships to strengthen country health networks' capacity to address maternal health. The aim is to help districts better address the "Three Delays" that contribute to maternal deaths: delays in seeking care; delays in reaching care; and delays in receiving timely, quality care at the facility. SMGL takes a comprehensive continuum of care approach, leveraging existing PEPFAR platforms to integrate maternal and newborn health services into other critical services.

SMGL's first phase effort resulted in a 35% reduction of the institutional maternal mortality ratio in the eight districts in both Uganda and Zambia. In January 2014 SMGL launched its first year results at an event at the Center for Strategic and International Studies in Washington, DC. The first-year report (available on the SMGL website) received a significant amount of press coverage highlighting its successes, and set the stage for SMGL to move forward into Phase 2.

In August 2014, SMGL released its Phase 2 Launch Report (available on the SMGL website), detailing plans to expand its focus and geographical reach in both Uganda and Zambia. Saving Mothers, Giving Life will work toward a national scale-up in each country, expanding to 12 new districts in Zambia and an additional six districts in Uganda in its second phase. SMGL hopes in 2015 to leverage the success of this model and expand it to other countries in sub-Saharan Africa where the maternal health need is greatest.

Every Mother Counts devotes a portion of funds we raise to a program in the SMGL districts in Uganda that support the transportation piece of the initiative. EMC's contribution of transport vouchers via Baylor Uganda in 2012-2013 helped over 40,000 pregnant women reach the critical care they needed.



The Global Landscape in Maternal Health and EMC's Policy Work

Back in 2010 when the film, *NO WOMAN, NO CRY*, was completed the global statistics estimated that 530,000 girls and women lost their lives each year due to complications from pregnancy and childbirth.

In 2014, the World Health Organization released its *Trends In Maternal Mortality: 1990 to 2013* report which estimates there are 289,000 pregnancy and childbirth related deaths per year. These numbers reveal that while the maternal mortality ratios (MMR) have declined globally over the past two decades, there are still far too many deaths, considering the fact that up to 98% of those deaths could have been prevented.

Reducing maternal mortality is one of the United Nations' Eight Millennium Development Goals (MDGs). The MDGs were designed with the intention of being realized by 2015 and MDG 5 (the goal focused on maternal health) is still the farthest off track. In order to have met the goal, we would have needed to meet a global maternal mortality ratio (MMR) of 125 (meaning that on average for every 100,000 women who gave birth, only 125 would die). The report revealed that in 2013 the global MMR was 210 maternal deaths per 100,000 live births, down from 380 maternal deaths per 100,000 live births reported in 1990 but far from the 125 needed to meet the MDGs.

The inequalities are stark: the MMR of 230 in developing regions in 2013 was 14 times higher than in developed regions where the MMR is an average of 16. The estimated lifetime risk for maternal mortality in developing regions is 1 in 3,700 in comparison to developed regions where the lifetime risk is 1 in 160.

Sub-Saharan Africa alone accounted for 62 percent (179,000) of global maternal deaths, and has the highest MMR - 510 deaths per 100,000 live births. Of the 40 countries with the highest MMR in 2013, Sierra Leone's MMR of 1,100 is the highest. Southern Asia accounted for 24 percent of maternal deaths. India and Nigeria alone accounted for a full one-third of all global maternal deaths, with India at 17 percent (50,000), and Nigeria at 14 percent (40,000).

The devastating Ebola crisis in 2014 took thousands of lives and set back already fragile health systems in Guinea, Liberia, and Sierra Leone. Ebola diverted critical resources away from pregnant women already facing limited access to adequate health care, and reversed critical gains made in the past decades. While the spread of Ebola has thankfully slowed and shown signs of containment, maternal and infant deaths in these countries are expected to rise above already alarming rates as fear of Ebola keeps both pregnant women and health workers away from hospitals and clinics.

Even as our efforts to raise awareness and resources for maternal health grow rapidly, we know that truly changing the face of maternal health will take partners all over the world. We need our own government to take action, and in truth, we need every government to make this issue a priority because maternal health SHOULD be a priority in every country. Great strides have been made to raise the consciousness of political leaders on this issue and we are fortunate enough to work with many leading organizations that focus on these important efforts. We believe that our role is to increasingly connect our community to these broader efforts and in 2014 there were several notable steps taken to move things forward in this work.

2014 saw political momentum for maternal and child health rise, with the rollout of several high-level, multi-stakeholder initiatives and partnerships. The Every Newborn Action Plan, a global roadmap to end preventable newborn and maternal deaths, was adopted by the World Health Organization and launched in 2014. A Global Financing Facility (GFF) for



reproductive, maternal, newborn, adolescent, and child health was launched in 2014 by The World Bank Group, together with the governments of the U.S., Norway, and Canada. The GFF will seek to creatively leverage public-private partnerships and new forms of financing like bonds and localized loans to inject resources into health systems in low-income countries and accelerate progress on the health of women and children.

At the first ever U.S.-Africa Summit held in DC in August, President Obama announced that the U.S. would join with African allies to bring in new partners, resources, and financing towards saving the lives of 350,000 mothers and 8 million children by 2020. On Day 1 of the Summit, the U.S. government specifically announced a number of new commitments, namely an initiative called "Accelerating Action in Africa" (AAA) aimed at ending preventable maternal and child deaths. It will be critical to ensure that we continue to build on the success of initiatives such as Saving Mothers, Giving Life, and that efforts to improve maternal, newborn and child health don't neglect the "maternal" part of this equation. Without mothers, newborns and children have a far greater chance of dying before they reach their 1st birthday.

The need to address the health of adolescents and to put an end to child marriage also gained momentum in 2014. In November, the UN Resolution on Child, Early, and Forced Marriage was adopted with the broad co-sponsorship of 116 countries. The resolution recognizes that child, early, and forced marriage is intrinsically linked to deep-rooted gender inequalities and severely impairs girls' and women's human rights. It threatens their health, education, economic, and social wellbeing, and perpetuates the cycle of poverty. For the first time, countries agreed on steps needed to address child marriage, including enacting and enforcing laws to end the practice; and developing and implementing comprehensive, multi-stakeholder strategies to promote and protect the human rights of all women and girls.

The African Union (AU) in partnership with UNICEF and UNFPA launched its first-ever campaign to End Child Marriage in Africa this last year. The campaign will raise awareness around the consequences of child marriage and support legal, social and economic measures to accelerate the end of the practice in Africa. Every year, 14 million girls under age 18 are married, with devastating consequences —approximately one in four maternal deaths are adolescents. Three out of four countries with the highest rates of child marriage are in Africa: 39% of girls in sub-Saharan Africa are married before their 18th birthday; and 13% are married by their 15th birthday.

The 11th International Inter-ministerial Conference on Population and Development concluded in Delhi with the unveiling of a new roadmap for youth and adolescents. Member states committed to developing comprehensive, multi-sectoral plans to prevent and respond to violence against women and girls, and to end gender inequality and discrimination. They agreed to recognize the importance of sexual and reproductive, maternal, child, and adolescent health services, and the importance of engaging men and boys, as entry points to addressing violence against women and girls.

Consultations on what the post-MDG development agenda should look like continued in 2014, culminating in the much-anticipated release of the UN Secretary-General's Synthesis Report on the Post-2015 Development Agenda in December reflecting the recommendations of global stakeholders from all areas of development. A proposed set of sustainable development goals (SDGs) with corresponding targets has been proposed by the Open Working Group on Sustainable Development. This set of goals and targets will likely be codified and adopted in September 2015 as the global development agenda that will supersede the MDGs.



More ambitious and comprehensive than the MDGs, the SDGs feature a heavier focus on environment, sustainability, and social inequalities within countries. The SDGs propose one overarching health goal, including improvements to women's health along with the wide breadth of other global health issues. The suggested maternal health target under the broader health goal would seek to reduce the global maternal mortality ratio to less than 70 per 100,000 live births by 2030. This flat numerical goal is a departure from the MDGs which sought a 75 percent reduction in maternal mortality. It will be critical for all countries around the globe, including the U.S., to work to combat the inequities within countries that manifest in far higher maternal mortality rates for certain populations, including minorities and the poorest people.



The SDGs also include a goal to achieve gender equality. Maternal mortality is inextricably linked to women's rights and gender equality, with the host of issues like child marriage, violence against women, and social discrimination all contributing to threats to women's health as well as their overall wellbeing. Therefore, it remains to be seen whether one health, goal de-linked from that to eliminate gender equality will be the best approach to accelerate progress to tackle maternal mortality and morbidity.

Low-income countries are not the only places where maternal health needs improvement. Inequalities persist in even the richest countries, which is why Every Mother Counts shines a spotlight on this issue in the U.S. as well. In 2014, a new study determined that the U.S. ranking had fallen to 60th in the world in terms of maternal mortality and that the U.S. was one of only eight countries around the world where rates were getting worse instead of better (alongside countries like South Sudan). Pregnancy and childbirth related complications are the sixth leading cause of death among women age 20-34 in the U.S. Progress in our own backyard is inequitable, with the poorest women far less likely to receive life-saving care. African-American women are three times as likely to die from pregnancy and childbirth-related causes than white women. Medicaid expansion and the Affordable Care Act continue to be a political football, with critical implications for women. Most births in the U.S. are covered by Medicaid, and most of those who receive social assistance in the U.S. are women. The ACA will hopefully ease these figures as contraception and other preventative services are required to be covered and more at-risk populations of women will be insured.

We try to always keep in mind that each girl or woman faces individual challenges, but issues of education, gender equality, human rights, and the continuum of health care along the life cycle are inextricably linked. This is why all of these related issues are critical to the work Every Mother Counts does, and why we will continue to find ways to work with the policy community to ensure that the voices of individuals that we speak to are heard and recognized.



EMC: THE ORGANIZATION



EMC'S Board of Directors continues to guide us in the following areas: communications and marketing, social media, journalism, e-commerce, business development, financial management and partnerships. They include Heather B. Armstrong, (AKA Dooce), world-renowned blogger, Allison Gollust, Senior Vice President for Communications at CNN Worldwide, Christiane Lemieux, the Founder and Creative Director of DwellStudio and Executive Creative Director for Wayfair, and Mariam Naficy, the Founder and CEO of Minted and Christy Turlington Burns, the Founder of Every Mother Counts.



Funding

Since 2012, we have maintained two separate areas of our work that require funding: operations (our campaign and operating budget) and grants (our grant budget).

Operational funding: Our operational budget covers staff salaries, travel, filmmaking and content production, website development and management, event production and the creative development, implementation and marketing of our creative campaigns. The total of our operating budget in 2014 was \$1.78 million. Our funding is largely provided by major private foundations, direct contributions from corporate partners and donors, small family foundations and resources generated through events such as our annual MPower luncheon.



Special thanks to the Bill and Melinda Gates Foundation, the Blodgett Family Foundation, Calvin Klein Industries, Coty Perfumes/Eternity, Imedeem, and the Alice and Jaclyn Houseknecht Foundation for their significant contributions and support in 2014. Because of the generous support of these donors, we have been able to maintain our 100% model that dictates that all resources generated from public contributions go toward funding our grants portfolio.

Grant funding: Our grants are entirely crowd-sourced through the following: direct online donations, proceeds from the purchase of a product or through individual fundraisers such as our runners. 100% of these funds are invested directly in our portfolio of grants. As of December 31, 2014, we have raised \$1,076,723 for grants spending in 2014, with some checks still coming in as corporate entities finalize their sales accounting from the year.

We would also like to thank the following foundations that have provided critical support to our work over the past year:

The First Presbyterian Church Foundation 33 11	NHCW Luther Family Foundation
Fronteir Nursing Services	Schwab Charitable Fund
Gladys and Ralph Lazarus Foundation	Soros Fund Charitable Foundation
Goldman Sachs Foundation	The Dallas Foundation
Greater Des Moines Community Foundation	The Davidson Family Foundation
Holzer Family Foundation	The Hobson Family Foundation
Ignatius Family Fund	The Jackman Family Foundation
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Just Give	The MCJ Amelior Foundation
Klein Family Foundation	The Midler Family Foundation
Lucy Guffey Family Foundation	The Mortimer D Sackler Foundation
MacArthur Foundation	The Paltrow Living Trust
McGroddy-Goetz Family	The Romney Gray Family Foundation
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Merck Foundation	Thrill Hill Foundation
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2015 and beyond

Every Mother Counts is going to celebrate its 5th birthday this year. In development terms, this is an enormous accomplishment. It is often stated that if a child healthily lives to age five, the likelihood she will survive and thrive increases exponentially. We know that insuring the health of a mother is the best chance for maternal AND child survival.

Mothers' lives matter. And not merely because their improved health will result in the improved health of their families but because they alone matter too. Every Mother Counts focuses on the health and wellbeing of mothers globally. Our next chapter as a young organization is going to be even more exciting because we now have the experience, human capacity, and support needed to take us to the next development milestone, and the next after that—until pregnancy and childbirth are safe for every mother.

So in 2015 and beyond, we will continue to challenge ourselves to prove what IS possible.

Since our beginning, we have been committed to proving what works and building a large community of support to invest in proven solutions to fill three critical gaps that threaten the health of mothers around the world. We started by sharing stories with the film, NO WOMAN, NO CRY and have continued to collect and share stories about mothers, by mothers, and for mothers ever since. There is no single, more unifying experience amongst women than that of pregnancy and childbirth. When mothers and the people who love them learn about the challenges girls and women are still facing, they want to do what they can to end preventable deaths at birth.

In honor of all the mothers who have lost their lives bringing life into the world, we remain steadfast in our mission to make pregnancy and childbirth safe for every mother.



A snapshot of what is to come in 2015:

We will explore the countries featured in NO WOMAN, NO CRY (Tanzania, Bangladesh, Guatemala, and the U.S.) to track progress and look for ways to better support these communities directly.

We will continue to share films that help educate and inspire new audiences. The full length EVERY MILE, EVERY MOTHER will become more widely available, and a film series called GIVING BIRTH IN AMERICA will be released.

We will continue to build our community of informed and dedicated advocates who are willing to do even more in support of EMC's mission across the country.

We will scale up 3 key focal areas of development (Events, Running, and Corporate Partnerships) to extend our reach and activate new and existing community members in support of maternal health. Our events program will organize more EMC events across the country to create more direct engagement opportunities, our running program will expand nationally and offer more varied levels for runners to get involved, and we will hone our product partnership program to strategically amplify our messaging.

With this expanded reach, we will generate increased resources and strengthen our grants portfolio. We will continue to focus on the commitments we have made and ensure that those programs allow women to overcome all three barriers to maternal health in those countries.

2015 will mark an exciting period of growth for EMC and bring us closer to our goal. We have a lot of work ahead of us but remain ever confident that together we can make pregnancy and childbirth safe for every mother.



EVERY
MOTHER
COUNTS