

2022 Impact Report



EVERY
MOTHER
COUNTS

01.

A Letter from Our Founder



Dear friends,

At the risk of repeating myself, I feel compelled to start by saying, never before in recent history has the issue of maternal health been so important. I made a similar assertion last year, and the year prior. And yet, here I am, again. But in a year where *Roe v. Wade* was overturned, and where we saw **reports of maternal mortality rates not only stagnating but increasing** in the United States and in multiple countries

across the globe, it bears repeating.

However, despite the many reasons to worry about the state of maternal health, I choose optimism. Why? Because in 2022, we saw a reinvigorated commitment to maternal health at the highest level of government in the United States. And we saw a recognition across the world that listening to mothers and birthing people is necessary to achieve **quality, respectful, and equitable maternity care.**

So, while never before has maternal health been so important, never have we seen such momentum from advocates, community-based partners, policymakers, and others to address this issue head-on as a global community.

At Every Mother Counts we work daily to build a world where maternal health truly is a human right. This work is only possible thanks to your partnership and support. With you alongside, we made great strides in 2022 and we are proud to highlight a snapshot of our successes in this report.

Thank you for your belief in us and in the importance of maternal health.

With gratitude,

Christy Turlington Burns
Founder & President, Every Mother Counts

02.

Impact at a Glance

Awareness Raising

91,848

people engaged in our work to raise awareness about maternal health



Investing in Solutions

GRANTMAKING

\$2.8 million

in grants invested in 41 programs across 13 countries, reaching 107,380 people with comprehensive maternal and reproductive healthcare and support



TRANSFORMATIVE INITIATIVES

\$1.35 million

invested in innovative models of care



Policy & Advocacy

26

pieces of legislation supported at the federal level to advance maternal health



03.

Our Approach

Our mission is to make pregnancy and childbirth safe for every mother, everywhere.

In 2022, we increased awareness about the maternal health crisis through public education campaigns and storytelling; we continued to invest in community-based solutions and innovative models of care with the highest potential to transform maternity care in the United States and globally; and we advocated for critical policy change.

Here are some highlights of our achievements.



Awareness Raising

Films and campaigns are central to Every Mother Counts' engagement strategy. By amplifying women's voices and birthing experiences, we educate the public about maternal health challenges and solutions around the world. Through compelling storytelling and engaging activities such as our running and fitness events, we have grown a community of informed supporters and inspired these individuals to become advocates for themselves and others.

BY THE NUMBERS

91,848

people engaged through events, campaigns, races, and films that helped shine a spotlight on maternal health

4,859 miles

run by Team EMC



353 people

attended our two flagship annual events: MPower and LoveEMC



52,819 viewers

watched our films



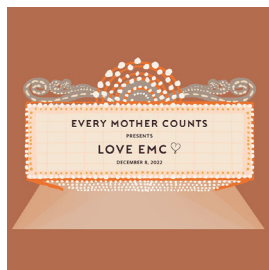
HIGHLIGHTS



Responding to the Supreme Court's *Dobbs* Decision

Access to abortion care is central to the health and human rights of women and pregnant people. In response to the U.S. Supreme Court opinion that overturned *Roe v. Wade*, Every Mother Counts reaffirmed our commitment to mothers, to those who choose not to become mothers, and to all who provide safe and respectful reproductive healthcare.

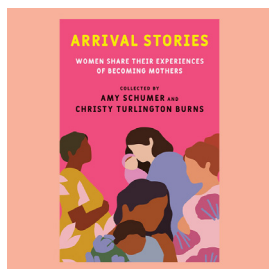
[READ THE FULL STATEMENT](#)



A Return to In-Person Events

We were thrilled to be able to bring our community together, in person, in 2022. In May, we celebrated Mother's Day with our annual MPower Luncheon where we presented the Orange Rose Award to Carey Socol in recognition of her contributions to maternal health through her efforts on Team EMC. MPower featured a conversation on "Transforming Maternity Care" with JustBirth Space co-directors Aimee Brill and Chanel Porchia-Albert, and Jennie Joseph, founder & president of Commonsense Childbirth. We closed 2022 with LoveEMC in December where Natalie Merchant, Valerie June, Ilana Glazer, Joyelle Nicole Johnson, and Nancy Whang contributed their voices and talents to declare that maternal health is a human right.

[WATCH THE HIGHLIGHTS REEL](#)



My Arrival Story

Every mother has a story. To celebrate Mother's Day, Every Mother Counts invited mothers to share their "arrival stories" to break through the isolation that can accompany parenthood. This campaign was inspired by the book, *Arrival Stories*, compiled by Amy Schumer and Christy Turlington Burns.

[READ ARRIVAL STORIES](#)



Investing in Solutions: Grantmaking

Investing in community-led organizations remains a core component of our work. These organizations model the effectiveness of evidence-based solutions with high potential for impact.

BY THE NUMBERS

\$2.8 million

in grants invested in 41 programs across 13 countries

107,380

people reached with comprehensive maternal and reproductive healthcare and support

10,151 providers

trained in the healthcare sector



13,445 families

provided with material support to address food, housing, and other inequities



9,716 births

attended by a skilled provider

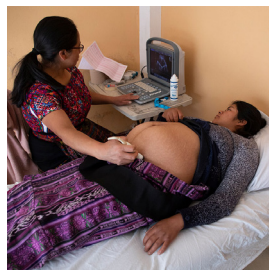


HIGHLIGHTS



Learning Tour Visits to Kenya and Tanzania

Every Mother Counts returned to East Africa in early 2022 to visit long-term grantees and assess new partnership opportunities for the first time in three years. We were inspired by new models of care and added three new community-based organizations in Kenya and Tanzania to our portfolio.



Celebrating Midwives in Guatemala

Later in the year, we returned to Guatemala to celebrate the latest class of midwives who graduated from Corazón del Agua. We also had the opportunity to visit our grantee Asociación de Comadronas del Area Mam's (ACAM) new mobile clinic sites, where their midwives provide care to pregnant people who lack access to critical maternity care services.



Emergency Response in Ukraine

In the wake of the Russian invasion of Ukraine, we issued an emergency grant to Global Response Management to support their response efforts in providing supplies and equipment to healthcare workers and essential trauma training across hospitals.

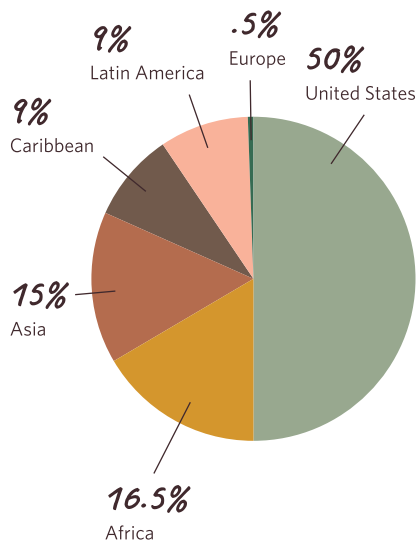


Grantee Spotlight: Jennie Joseph

Jennie Joseph, founder & president of Commonsense Childbirth and a longtime EMC grantee and partner, was named one of TIME's Women of the Year, marking an acknowledgement of the power of community-based care and midwifery to address racial and socioeconomic disparities in our healthcare system.

MEET JENNIE

GRANT INVESTMENT BY REGION



*Chart represents the breakdown of grants issued in each region in 2022. These amounts may differ from regional grantmaking commitments presented in our audited financials.

2022 GRANTEE ORGANIZATIONS

Afghanistan

Too Young to Wed*

Bangladesh

HOPE Foundation for Women and Children of Bangladesh

Guatemala

Asociación Corazón del Agua
Asociación de Comadronas del Area Mam (ACAM)
Colectivo (Women's Justice Initiative, Maya Health Alliance, MAIA, WINGS)

Haiti

Foundation for Advancement of Haitian Midwives (FAHM)
Grace Community Birth Center*
Maison de Naissance*
Midwives for Haiti

India

Nazdeek

Indonesia

Bumi Sehat

Kenya

Dandelion Africa
International Childbirth Initiative/
Lwala
Let's End Fistula Initiative (LEFI)

Mexico

Global Response Management

Nepal

One Heart Worldwide

Philippines

Philippines Wanita dan Harapan (Bumi Wadah)*

Tanzania

Foundation for African Medicine and Education (FAME)
Maasai Women Development Organization (MWEDO)
Thamini Uhai

Ukraine

Global Response Management*

United States

Arkansas

Arkansas Birthing Project
Ujima Maternity Network

California

Pregnancy Pop-Up Village
SisterWeb

Colorado

Elephant Circle

District of Columbia

Community of Hope
Mamatoto Village

Florida

Commonsense Childbirth
Magnolia Birth House

Louisiana

Birthmark Doula Collective

Massachusetts

Accompany Doula Care
Neighborhood Birth Center

Minnesota

Roots Community Birth Center

Missouri

Uzazi Village

New Mexico

Changing Woman Initiative
Tewa Women United

New Jersey / New York

Ancient Song Doula Services

New York

Village Birth International

Texas

Community for Children
Shades of Blue Project
Sueños Sin Fronteras de Tejas

*Emergency Grants



Investing in Solutions: Transformative Initiatives

In 2022, we continued to invest in innovative models of care to address social inequities and health disparities with high potential for scaled impact and sustainability.

BY THE NUMBERS

\$1.35 million

invested in innovative models of care

6,200 birthing people

received compassionate, person-centered text support, and approximately 300 birthing people benefited from 1:1 support through phone and video calls



50,000 people

accessed tools designed to help understand care options, build support, and advocate for rights



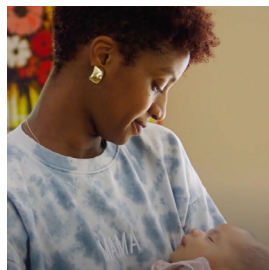
HIGHLIGHTS



A Year of Growth for JustBirth Space

JustBirth Space is a free virtual support platform that began as a collaborative partnership between Village Birth International, Ancient Song Doula Services, Every Mother Counts, and Jacaranda Health in 2020 to provide compassionate and responsive support for pregnant and parenting people. The program saw tremendous growth in 2022, more than doubling its reach from the previous year and deepening partnerships with health systems to foster understanding of birth justice while promoting accountability and collaboration in clinical settings.

[VISIT JUSTBIRTH SPACE](#)



Launching *Choices in Childbirth*

To help pregnant people understand their care options, Every Mother Counts partnered with maternity care experts, community-based birth justice advocates, and CVS Health to create *Choices in Childbirth*, a free online series of educational and interactive tools.

[LEARN MORE](#)



Policy & Advocacy

To move the needle on maternal health outcomes, we advocate for critical policy change by leveraging the power of thought partnership and storytelling. Our advocacy efforts focus specifically on driving change in the United States.

BY THE NUMBERS

26

pieces of legislation supported at the federal level to advance maternal health

538 advocates

for maternal health mobilized through EMC trainings and Take Action campaigns

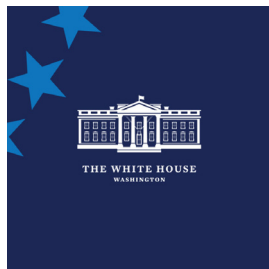


24 states

and D.C. extended Medicaid coverage through a full year postpartum



HIGHLIGHTS



EMC Policy Priorities in the Spotlight

In June, the White House released its *Blueprint for Addressing the Maternal Health Crisis*, outlining 50 federal-level actions to improve maternal health and reflecting several key EMC policy priorities: training providers in respectful care, diversifying the maternity care workforce, expanding access to evidence-based models like doula and midwifery care, and more.

[LEARN MORE](#)



Advancing Doula Care in New York State

EMC joined the relaunched New York Coalition for Doula Access (NYCDA), a statewide coalition of doulas and supporters dedicated to advancing community-based doula care across New York. We were proud to participate in a NYCDA-led consensus-building project to determine an equitable Medicaid reimbursement rate for New York doulas, including up to eight home visits during the prenatal and postpartum periods and continuous labor support.

[READ MORE ABOUT NYCDA](#)



Momentum on Postpartum Medicaid Extension

Despite more than half of maternal deaths occurring during the postpartum period, this stage of pregnancy is often neglected in maternal health policy. To ensure new mothers can access the support they need during this critical time, EMC is a strong advocate for nationwide Medicaid extension through at least 12 months postpartum. We were thrilled to see significant progress on this issue in 2022, when 24 additional states & Washington D.C. extended Medicaid coverage through a full year after birth.

04.

A Look Ahead

Every Mother Counts remains committed to working with the same optimism that we have brought to our work since our founding over a decade ago. We firmly believe that by increasing opportunities for people to learn and engage, **we will continue to build momentum and drive this movement forward into 2023.**

There are many reasons to be excited about what is to come in 2023. Every Mother Counts will be undertaking an organizational strategic planning process which had been on the docket for 2020 but was delayed by the pandemic. We are committed to continuous learning and growth; this process will lead to a new three-year strategy for EMC and will set up the organization to boldly enter our next phase of growth.

Additionally, in 2023, we will launch the latest chapter in our *Giving Birth in America* film series, and will lead our first Learning Tour to Indonesia to see a respectful care model in practice by our grantee partner organization, Bumi Sehat. 2023 should also see the reintroduction of the Black Maternal Health Omnibus Act, a package of 13 bills that address the leading causes of maternal death and racial disparities in maternal mortality in the U.S.

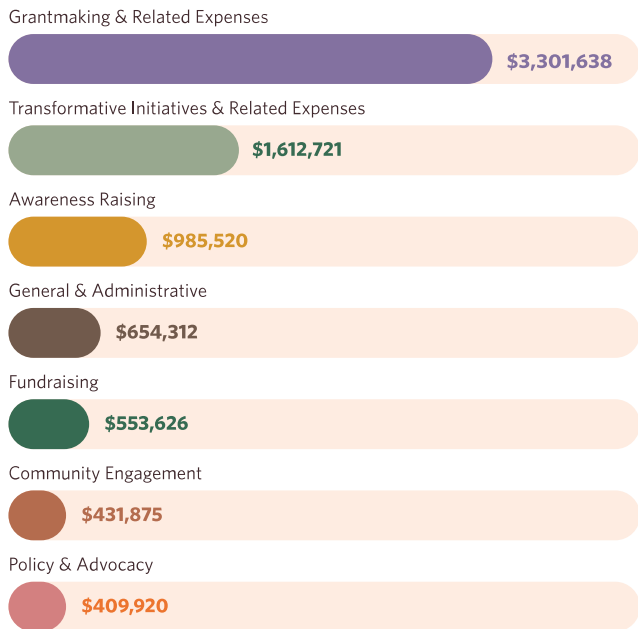
We firmly believe that **with your support and shared belief that maternal health is a human right**, Every Mother Counts will meet the ongoing challenges for maternal health head-on, working toward a world where all people, everywhere can access safe, respectful, and equitable maternity care.

2022 Financial Overview

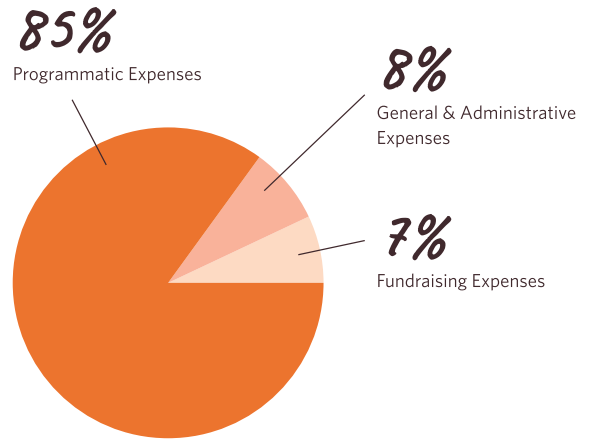
Transparency and accountability are important to us. The information that follows outlines how Every Mother Counts used financial resources to advance maternal health in 2022. All information is drawn from EMC's 2022 audited financial statements which can be found on [our website](#).

2022 EXPENDITURES BY FOCUS AREA

Total: \$7,949,612

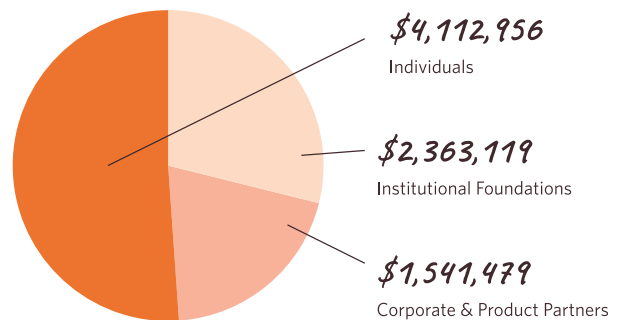


2022 FUNCTIONAL EXPENSES BREAKDOWN



2022 SOURCES OF FUNDING

Total: \$8,017,554



Ending net assets: \$10,996,908

Our Donors and Supporters

Our work to make pregnancy and childbirth safe, respectful, and equitable for all is only possible thanks to the generosity of donors, partners, and supporters. We are grateful for your commitment.

Board

Liz Beshel Robinson (Outgoing Board Chair)
 Mariam Naficy (Incoming Board Chair)
 Christy Turlington Burns
 Allison Gollust
 Dr. Elizabeth Howell
 Autumn Hunter
 Hilani Kerr
 Christiane Lemieux
 Dr. Sharmila Makhija
 Kim-Thu Posnett

Corporate & Brand Partners

\$250,000+

Bank of America
 OLAY

\$100,000-\$199,999

Goldman Sachs
 Minted
 Olay Body
 Penguin Random House

\$50,000-\$99,999

Clare V. *
 First Response
 FoundRae
 John Hardy
 Maybelline
 Tabayer

\$20,000-\$49,999

Citizens of Humanity*
 Cole Haan
 Farmgirl Flowers
 Mytheresa
 Select Equity
 Sony Music
 Tradeweb

\$10,000-\$19,999

AERIN Beauty
 Alice and Wonder

AtticSalt

Bloomberg Philanthropies
 Brides for a Cause
 Goldbug
 Lemieux et Cie
 MUSE
 Names for Good
 Vintner's Daughter

\$5,000-\$9,999

American College of Obstetricians and
 Gynecologists
 Harwell Godfrey
 HATCH
 Jennifer Behr
 Marrow Fine
 Our Green House
 Sakara
 Scarborough & Tweed
 Social Goods

In-Kind Donors

Citizens of Humanity
 Clare V.
 Farmgirl Flowers
 HATCH
 L'AVANT Collective
 Maybelline
 Minted
 Social Goods
 St. Roche

Individuals, Institutional Foundations, & Family Foundations

\$200,000+

Anonymous
 Anonymous
 CVS Health Foundation
 INDITEX
 Seadream Foundation
 Yellow Chair Foundation

\$100,000-\$199,999

Anonymous
 The Blodgett Family Fund
 Ford Foundation
 Story Garschina Foundation
 The Warburg Pincus Foundation

\$50,000-\$99,999

Orla Coleman* and Rikki Tahta
 Celebrity Wheel of Fortune
 Jenn Haythe* and Eli Casdin
 The Thomas and Janet Montag Family
 Foundation
 Kim-Thu Posnett and Michael Pastor
 Leslie Schrock

\$20,000-\$49,999

Irfan Alibhai
 Beatrice and Jeffrey Altman
 Anonymous
 Anonymous
 Pam* and Larry Baer
 Brenda* and Richard Battista
 The Boedecker Foundation
 IM Jim Cox Jr Foundation
 Carol and Joel Davis
 Jamie Leigh Edwards
 Foundation 33:11
 Ben Garrett
 Select Equity Group Foundation
 Hayley and Tyler Hubbard
 Elizabeth* and Gardner Lane Family
 Foundation
 The McKinnon Family Foundation
 Maria McManus* and Mark Gibson
 Gina* and Stuart Peterson
 Eva Marie* and Bill Price
 Liz Beshel Robinson and Samuel Robinson
 The Rockefeller Foundation
 Serena Foundation
 Shamrock Foundation
 Leigh Sherwood* and William Merrill Matthes

Mark and Jennifer Styslinger Charitable Foundation

Triangle Community Foundation

Samantha and Scott Zinober

\$10,000-\$19,999

Adrienne* and Chris Bosh

Surratt Thompson & Ceberio, PLLC Ioltra Trust

Dr. Isha Clark and Alex Byer

Caroline Craig Fisher, Craig Family Trust

The D'Avino Family Charitable Gift Fund

Dalio Philanthropies

Jana Edelbaum and Michael Abbott

Nathalie Fraise

Allison Gollust

Meg and Bennett Goodman Family Foundation

Savannah Guthrie and Michael Feldman

Dr. Elizabeth Howell and Darren Thompson

Adriane Iann

Frederick Julius Isaac

Heather and Jony Ive

Abigail and Christopher Johnson

Kathryn and Matthew Kamm

Hilani and Neville Kerr

Landry's Foundation Rainforest

Patricia Herrera Lansing*

Christiane Lemieux

Kristin Lemkau

Nicholas Leone

Christy and Michael Lowe

Ann and Kevin Morrison

Ryan Morris

Sukey and Michael Novogratz

Liz Prior

Chanel and David A. Pyle

The Isabel Rose Foundation*

Sarah and Daniel Rueven

Lisa Shields

Devorah Spadone

Spinner Family Giving Fund

Legacy of Stipe Foundation

Lizzie and Jon Tisch

Jade and Tanner Tolbert

Ventas Foundation

Summer Tompkins Walker

Tali Farhadian Weinstein and Boaz Weinstein

Alexandra* and Spencer Wells

Amy Williams*

\$5,000-\$9,999

Drew Altman

Melissa* and Daniel Berger

Carol Ann Blinken*

Dillon Bock

Zach Bronstein

Cynthia Crawford

Molly Farley*

Heidi Flagg*

Anick Guira*

Heather Ketchpaw

Jason Larusso

Mariam Naficy and Michael Mader

Susan and Sean Paroff

Avantika and Sachin Patel

Lisa Stone Pritzker

Adrian Stroie

Brie Wilkes and Matthew Sonefeldt

A Special Thank You

Billie

Ilana Glazer

Joyelle Nicole Johnson

Valerie June

Natalie Merchant

Lutz Morris

My Arrival Story Contributors

Social Goods

Nancy Whang

& our Team EMC Ambassadors

* indicates Founder's Circle member

Image Captions and Credits Title Collage Left to right, top to bottom: 1. Doula Tayo Mbande and parent, Cynthia, during a *Choices in Childbirth* film shoot. (Credit: Critical Mass); 2. Traditional midwives Imelda López Sánchez and Lucia Tomasa Lopez await the arrival of EMC visitors at the ACAM birth center in Concepción, Chiquirichapa, Guatemala. (Credit: Janet Jarman); 3. Nurse Ella Shallua performs routine antenatal care on a patient at MWEDO in Tanzania. (Credit: Sarah Waiswa); 4. EMC Founder & President Christy Turlington Burns joins Dr. Nirvana Manning and Dr. Chelsea Clinton on a panel at the Women's Voices, Women's Votes, Women's Rights conference in Little Rock, AR, in December 2022. (Credit: The Clinton Foundation); 6. Aimee Brill, Jennie Joseph, and Chanel Porchia-Albert speak at MPower, EMC's Mother's Day luncheon, in May 2022. (Credit: Tory William); 7. Christy Turlington Burns joins Natalie Merchant and Valerie June on stage at LoveEMC in December 2022. (Credit: MacKenna Lewis); 8. Kalen Norton, Team EMC Strength Training Coach, runs the TCS New York City Marathon in November 2022. (Credit: Paula Abreu Pita); 9. EMC Founder & President Christy Turlington Burns speaks at a panel, Cycle of Black Motherhood: History, Health, Policy & Justice, at the National Museum of African American History and Culture. (Credit: Courtney Yannacci); **A Letter from Our Founder:** Students present EMC Founder & President Christy Turlington Burns with a gift at MWEDO Girls School in Tanzania. (Credit: Sarah Waiswa); **Awareness Raising:** An individual at the May 2022 demonstration protesting the possibility of the Supreme Court overturning Roe v. Wade in Lower Manhattan. (Credit: Christy Turlington Burns); **Investing in Solutions: Grantmaking:** Wendo Aszed, Executive Director of Dandelion Africa, during a visit to Kajiado County where Dandelion Africa has expanded their maternal and reproductive health programs. (Credit: Dandelion Africa); ACAM (Asociación de Comadronas del Area Mam) midwife Imelda López Sánchez conducts a prenatal ultrasound on Brenda Noemi Pérez Díaz during a routine ACAM monthly mobile clinic in the community of La Victoria, Guatemala. (Credit: Janet Jarman); Photo: Lynsey Addario for The New York Times; Jennie Joseph, Founder and President of Commonsense Childbirth and longtime EMC partner and grantee, conducts a prenatal visit. (Credit: Jodi Carol); **Investing in Solutions: Transformative Initiatives:** Doula Tayo Mbande during a *Choices in Childbirth* film shoot. (Credit: Critical Mass)

Visit our website: everymothercounts.org

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