



A Year of Celebration & Transition

Impact Report

2025

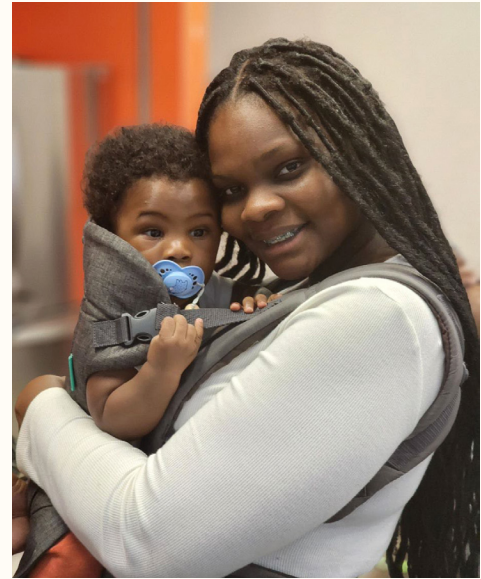


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COVER PHOTO: Emotional Wellness Specialist, Nia (L), meets with mom Lia (R) and her twins, Quannah and Hopitu at Mamatoto Village in Washington, D.C. (Bonnie-Love Douglas, 2025) PHOTOS THIS PAGE CLOCKWISE, L-R: 1. Doula/client poses with her baby and doula from Oklahoma Birth Equity Initiative at a community block party honoring Black Maternal Health Week '25. (JW Photography, 2025) | 2. A mother enjoys bonding with her baby at Community of Hope in Washington, D.C. (Community of Hope, 2025) | 3. Midwives for Haiti Executive Director, Jane Drichta, PhD, with Elane on the day of her discharge after receiving groundbreaking care at Midwives for Haiti. (Midwives for Haiti, 2024)

A Letter from Our Founder

Dear Friends,

Since day one, Every Mother Counts has been guided by a simple but profound belief: when mothers are supported, communities are stronger, healthier, and more resilient. This year tested that resilience in unimaginable ways.

Around the world, longstanding systems that support maternal health faced unprecedented challenges. Funding cuts disrupted healthcare programs. Rapidly changing policies created confusion and barriers to care for families. And the global health infrastructure that had helped advance maternal health was abruptly disrupted, creating uncertainty for the collective systems that keep us all healthy and safe.

Every Mother Counts stood by our partners throughout this complicated year. Through conversations with grantee partners, we sought to better understand how community leaders and organizations were responding to these profound shifts. Those conversations led to the creation of an internal tool to assess the pressures our partners were navigating and revealed a consistent theme: organizations were being asked to do more with less, even as they remained trusted sources of care, connection, and support within their communities. We share more about this work later in the report.

While philanthropy cannot solve every challenge created by shifting policies, funding cuts, or weakened public systems, this year reminded us that organizations like Every Mother Counts can play an important role in helping communities respond to immediate needs and sustain essential services while investing in the long-term solutions and organizations that make lasting change possible.

This year also marked the 15th anniversary for Every Mother Counts. This important milestone offered an opportunity to celebrate how far we've come alongside our partners and supporters, while reflecting on how much work remains. Alongside our anniversary celebration, we launched an Endurance Fund, affirming that the essence of our mission remains unchanged amidst global shifts in funding and policy.

As we look ahead, I am also mindful of another important responsibility: ensuring that Every Mother Counts is positioned to thrive for generations to come. Over more than fifteen years, we have built an organization grounded in strong values, trusted partnerships, and an extraordinary team whose leadership and expertise continue to strengthen our impact. In the coming year, I will be dedicating time to supporting a thoughtful and intentional leadership transition as we prepare for the next phase of growth. This process is not about changing who we are; it is about ensuring that what we have built together continues to evolve and endure. I have tremendous confidence in the people who carry this work forward and in the strength of the community that surrounds them.

What gives me the greatest sense of optimism is knowing that Every Mother Counts has never been about any one individual. It is a movement sustained by a shared belief that mothers matter and that everyone deserves access to safe, respectful, and equitable care. That commitment remains constant, and I look forward to supporting this next chapter while ensuring continuity in the values, relationships, and vision that will guide our work for years to come. Together, we are helping build a future in which every mother, everywhere, truly counts.

With deep gratitude,



Christy Turlington Burns

Founder & President, Every Mother Counts



A Year of Impact

With your support, here's how we advanced maternal health together this year.



RAISING AWARENESS

352,182

people engaged



INVESTING IN COMMUNITY-LED SOLUTIONS

~\$3.6M

invested in organizations and programs



ADVOCATING FOR SYSTEMS CHANGE

Advocates mobilized in

37 states

Spotlight on

Celebrating 15 Years of Every Mother Counts

In 2025, Every Mother Counts marked a significant milestone: 15 years of work to make pregnancy, childbirth, and the postpartum period safe, respectful, and equitable for everyone, everywhere.

Our 15th anniversary offered an opportunity to reflect on the progress made possible through collective action, honor the people who have shaped our journey, amplify the voices and work of the mother-leaders who inspire us, and recommit to the work that still lies ahead.

15TH ANNIVERSARY GALA

On May 12, nearly 450 partners, advocates, and EMC community members gathered at Cipriani South Street in New York City for Every Mother Counts' 15th Anniversary Celebration.

The event served as both a celebration of EMC's impact and a tribute to the vision and leadership of our founder and president, Christy Turlington Burns. Christy founded EMC in 2010 with the simple but urgent belief that no mother should die from preventable causes related to pregnancy and childbirth. Fifteen years later, that belief has grown into a global movement.

The celebration was made possible through the generous support of Rose Gold Signature Sponsor **Marfa Stance** — a brand that has partnered with EMC since 2021 — and an extraordinary community of sponsors, partners, and supporters. Emceed by actor, author, and activist Busy Philipps, the evening featured special musical performances by the all-women mariachi group Flor de Toloache and Cat Power. Guests also heard from maternal health advocates and partners whose work has been strengthened through EMC's support, including longtime grantee partner and midwife Jennie Joseph of Commonsense Childbirth.

Throughout the evening, we recognized corporations and individuals who demonstrate true commitment to EMC's mission and values. Sheri Bronstein, Chief People Officer at Bank of America, accepted the Corporate Champion Award which was presented to Bank of America in recognition of more than a decade of partnership and more than \$2.2 million in support for maternal health initiatives. And three "Mothers of the Year" were recognized for their efforts to expand opportunities and improve outcomes for women, children, and families: Sandra Brunson, President of JMB1 Enterprises and Co-Founder and CFO of the Second Round Foundation; Olympian, advocate, and For All Mothers+ founder Alysia Montaño; and public health advocate and Clinton Foundation Vice Chair Chelsea Clinton.



PHOTOS (TOP-BOTTOM): 1. (L-R) Chelsea Clinton, Alysia Montaño, Busy Philipps, Christy Turlington Burns, and Sandra Brunson at the 15 Year Anniversary Celebration for Every Mother Counts at Cipriani South Street in New York City. | 2. Cat Power performs at the 15 Year Anniversary Celebration for Every Mother Counts. | 3. Flor de Toloache performs at the 15 Year Anniversary Celebration for Every Mother Counts. | 4. (L-R) Joan King, Bobby Glabman, Christy Turlington Burns, and Ally King at the 15 Year Anniversary Celebration for Every Mother Counts. (All photos by Aria Isadora and Sean Zanni, 2025)



Our Work in 2025

Throughout 2025, we remained steadfast in our commitment to ensuring a safe, respectful, and equitable maternal health journey for everyone, everywhere. With our partners and supporters, we made real and measurable progress. We are proud to share these results.



Raising Awareness



In 2025, Every Mother Counts continued to play a pivotal role in raising awareness about maternal health challenges and solutions in the United States and around the world. By bringing new audiences to this issue through races and films, and engaging longstanding supporters through events and fresh digital resources, our role as a movement builder, storyteller, connector, and educator helped inspire action, deepen understanding, and expand the community of people committed to improving maternal health for all.

137,771

people visited our website

85,623

views of our films



6,725

individuals donated to
Every Mother Counts

300+

people ran with Team EMC
in races spanning the globe

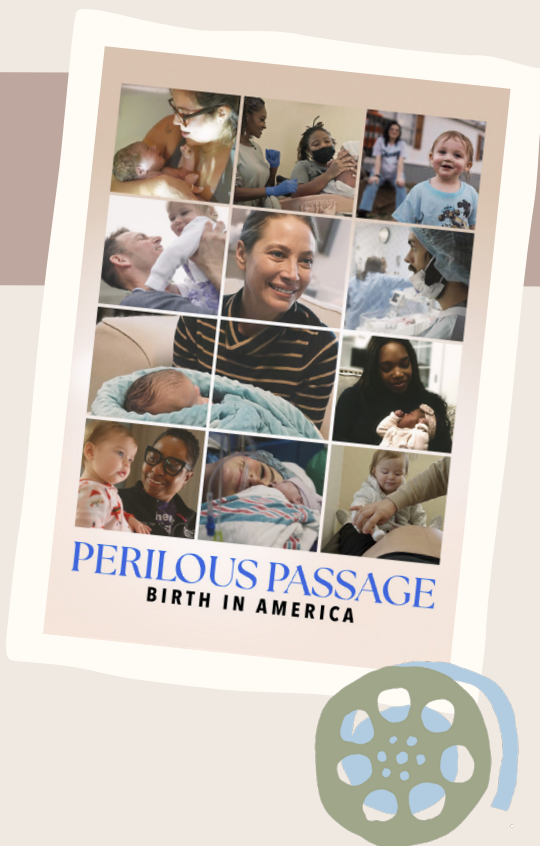


PHOTOS (TOP-BOTTOM): 1. Krista Rider (far right), Patricia Lansing (middle) and her son (left) cheer on runners at the New York City Marathon. (Claire Morrissey, 2025) | 2. Fatima Oliver, a doula with SisterWeb, provides prenatal doula services for expecting parents in San Francisco, California. (Amaya Edwards, 2025) | 3. A mother with her newborn twins at a postpartum well visit at Accompany Doula Care in Massachusetts. (Vanessa Prohodski, 2025)

Spotlight on

Perilous Passage: Birth in America

Storytelling through film has been central to Every Mother Counts' awareness raising efforts since our founding, and in 2025 we continued this work by serving as an advisor on *Perilous Passage: Birth in America*, a new feature-length documentary film that examines the U.S. maternal health crisis in the wake of the 2022 Supreme Court decision overturning *Roe v. Wade*. The film follows mothers, families, providers, and advocates across the country, using personal stories to illuminate the systemic barriers that shape maternal health outcomes and the people working to transform them. While distribution plans were still taking shape, filming and production were completed in 2025, marking an important milestone in bringing this urgent story to life. Updates and opportunities to watch the film will be shared on our [website](#).



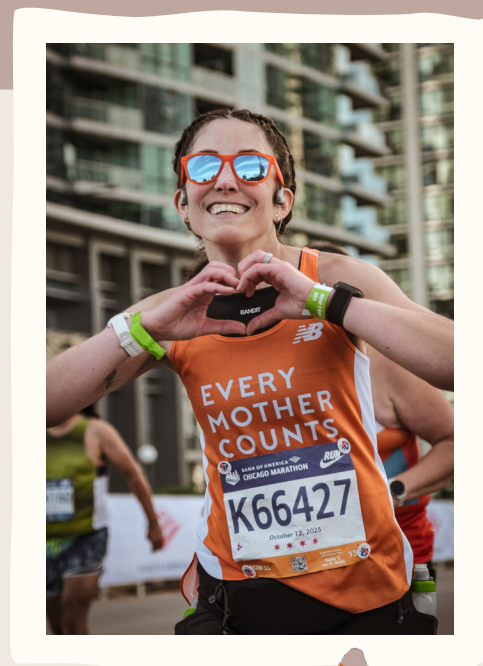
Spotlight on

Why We Run

In 2025, more than 300 runners represented Every Mother Counts on Team EMC, participating in 20 running & fitness events and raising over \$768K to support our mission. From New York City to Chicago to Boston and beyond, our runners logged over 5,000 miles, proudly wearing our signature orange to raise awareness for one of the barriers to accessing timely maternal healthcare — distance. A special highlight this year was working with members of our 2025 TCS New York City Marathon team to document their journey, resulting in a new short film: *Why We Run*. This film captures the passion, purpose, and community that fuels Team EMC, and demonstrates that every mile is conquered by the collective belief that every mother counts.



[Watch the film](#)



Spotlight on

Expanding the Conversation

In 2025, we brought maternal health to influential audiences in new ways. From SXSW in Texas to the annual Association of Health Care Journalists Conference in California to the Nurture NJ Summit and the Anarcha, Lucy, Betsey Day of Reckoning in Alabama, we joined conversations with journalists, healthcare leaders, providers, advocates, and changemakers at a moment when maternal health and reproductive rights are under increasing pressure. Across these convenings, we emphasized not only the scale of the crisis, but importantly the stories, solutions, and community leaders driving progress. This work was further amplified when our founder was named to the inaugural TIME100 Philanthropy list, recognizing her leadership in advancing maternal health. Together, these moments helped elevate maternal health in the national conversation, deepen public understanding of the issues facing mothers and families, and spotlight the people and solutions driving progress.



Spotlight on

15 for Every Mom

15 for Every Mom was a yearlong digital campaign that invited supporters to explore 15 years of progress on maternal health made possible through collective action.

Each month, the campaign highlighted a different aspect of our work. Through photos, videos, impact data, partner spotlights, and opportunities for engagement, we documented and celebrated EMC's achievements.

This campaign was an opportunity to recognize those who have stood alongside EMC and have moved the maternal health movement forward. It was also an invitation to a new generation of supporters to learn, share their stories, take action, and join the movement.



[Check out the campaign](#)

PHOTO: (L-R) Galina Espinoza, Christy Turlington Burns, Dr. Nikia Grayson, and Dr. Kristin Lyerly on the panel "Whole Life Health" at the SHE Media Co-Lab at SXSW 2025 in Austin, Texas. (SHE Media, 2025)

Spotlight on

Bringing our Mission into Focus

Amplifying stories. Advancing solutions. Transforming maternal health for all.

To mark our 15-year milestone, we refreshed our website with new messaging and design that reflects the interconnected nature of our work and what makes EMC so unique. The refreshed platform creates a strong foundation for engaging supporters, partners, policymakers, and new audiences for years to come.

The updated website offers a clearer entry point for understanding the maternal health crisis and our approach to addressing it through three interconnected strategies: raising awareness, investing in community-led solutions, and advocating for systems change. It showcases the impact of our grantee partners, the breadth of our advocacy work, and the stories that have always been at the heart of our mission.

We also created a new short film to tell our story — from our founder's childbirth experience and the release of *No Woman, No Cry* to the global organization we are today. Celebrating 15 years of progress, the film reaffirms the values that have guided us from the beginning: the power of storytelling to inspire action, the importance of listening to communities closest to the challenges, and our unwavering belief that everyone deserves a safe, respectful, and equitable maternal health journey.

Together, these new tools equip Every Mother Counts to reach new audiences, deepen engagement, and communicate our mission with greater clarity as we look to our next 15 years, while we continue to advance maternal health for all.



[Watch the film](#)

Investing in Community-Led Solutions



In 2025, we continued to invest in two core areas: maternal health services at the community level and efforts to grow, strengthen, and diversify the maternity care workforce. These two priorities are deeply connected and center the people providing care and the spaces and systems that make safe, respectful, and equitable maternal healthcare possible. By supporting community-based leaders and proven models of care, we remain focused on reaching women and families who face the greatest barriers to accessing care, as well as the poorest experiences of care and health outcomes, including Black, Indigenous, rural, and displaced communities in the United States and around the world.



52

grantee partner organizations supported

257,172

people reached with comprehensive maternal and reproductive healthcare



16,094

births attended by a skilled provider

11,179

providers trained in the healthcare sector

668

health facilities strengthened

PHOTOS (TOP-BOTTOM): 1. A Female Community Health Volunteer from One Heart Worldwide speaks with a mother about her newborn's health during a community education session in Dailekh District, Nepal. (Bhawana Khadka, 2025) | 2. Doula Luz helps a mother breastfeed her baby at a postpartum well visit with Accompany Doula Care. (Sharon Brown, 2025) | 3. Midwife Carolina Nkouaga checks in with a new mom and her baby at Changing Woman Initiative in New Mexico. (Keith Scott, 2025)

Spotlight on

Understanding Partner Pressures in a Changing Maternal Health Landscape

The maternal health landscape experienced dramatic shifts over the year, impacting both the needs of our grantee partners and our approach. Every Mother Counts spent much of the year listening to organizations across our portfolio to understand how rapidly changing conditions were affecting them. Through these conversations, we identified common challenges facing community-based maternal health organizations. In the United States, grantee partners navigated uncertainty surrounding the future of Medicaid, reductions in funding for reproductive health services, and shifting federal and state policies. Throughout 2025, nearly half of our U.S. core grantee partners experienced increased organizational pressures as policy changes and funding uncertainty continued to unfold. Globally, grantee partners responded to sweeping reductions in foreign aid, including cuts to USAID, and increasing strain on already fragile health systems.



FROM INSIGHT TO ACTION

The insights shared by our grantee partners directly informed our grantmaking, helping us identify where equitable, responsive support was needed most. We continued to practice responsive, trust-based grantmaking to community-based organizations during this period. **In 2025, we issued more grants than in any previous year, and nearly one-quarter of all grant funding was deployed as stabilization support in response to the pressures identified by our partners.**

Looking ahead, we'll continue to use this approach to help us anticipate emerging challenges, inform long-term planning, and ensure that community realities remain at the center of how we invest, advocate, and respond in an increasingly complex maternal health landscape.

Community-based organizations remain trusted anchors in their communities and essential to the maternal health ecosystem, continually adapting to meet changing needs and fill gaps in care.

LWALA COMMUNITY ALLIANCE

When the dismantling of USAID created significant shortages of essential health commodities across Kenya, Lwala Community Alliance mobilized alongside government and local partners to identify urgent gaps and coordinate solutions, demonstrating that community-rooted organizations are well-positioned to step in when larger systems falter. They addressed critical supply shortages by coordinating, procuring, and distributing essential medicines and supplies, reducing stockouts of essential medicines by nearly one-third across three counties in Kenya.

SUEÑOS SIN FRONTERAS DE TEJAS

In San Antonio, TX, as immigration enforcement intensified, pregnant women and their families faced growing barriers to accessing healthcare and social services. Fear of surveillance, detention, and deportation, compounded by economic instability, caused many families to delay or avoid seeking care altogether. Sueños Sin Fronteras de Tejas adapted in real time, evolving their Florecer Program - which offers one-on-one accompaniment, peer support circles, culturally responsive education in Spanish, material assistance, healthcare navigation, and "Know Your Rights" resources.

PHOTO: Community Health Worker with a mother and child during a household visit in Migori, Kenya. (Lwala, 2025)

Spotlight on

Investing in Indigenous Birth Workers and Community-Based Care

For generations, Indigenous midwives, doulas, and birth workers have cared for their communities through models rooted in culture, trust, and tradition. Yet Indigenous communities continue to experience some of the greatest maternal health inequities. Every Mother Counts is committed to investing in Indigenous care providers and their work to advance culturally congruent, community-driven models of care.

In New Mexico, we visited Tewa Women United and Changing Woman Initiative, where Indigenous knowledge and community-based care come together to support Native families. At Tewa Women United, we learned how the Yiya Vi Kagingdi Doula Project has spent nearly two decades expanding the Indigenous doula workforce while preserving ancestral knowledge and traditions. At Changing Woman Initiative, we saw how Indigenous knowledge is woven into every aspect of care — from comprehensive midwifery and reproductive health services to an apprenticeship program preparing the next generation of Indigenous midwives. We concluded our visit at the Indigenous Midwifery Conference in Phoenix, where birth workers and community leaders gathered to learn, strengthen relationships, preserve Indigenous birth traditions, and advance Indigenous-led approaches to maternal health.

Later in the year, we returned to Guatemala to visit Corazón del Agua and Maya Midwifery International. Our visit coincided with a landmark achievement for Corazón del Agua: a new partnership with Guatemala's Ministry of Health recognizing graduates of its professional midwifery program, creating pathways into the public health system, and establishing scholarships for future students. At Maya Midwifery International and its local partner, Naye Xjaw, we toured their newly opened birth center and accompanied midwives on mobile clinic visits serving rural communities, reinforcing the growing demand for community-based maternity care that honors Indigenous knowledge while expanding access to safe, respectful care.

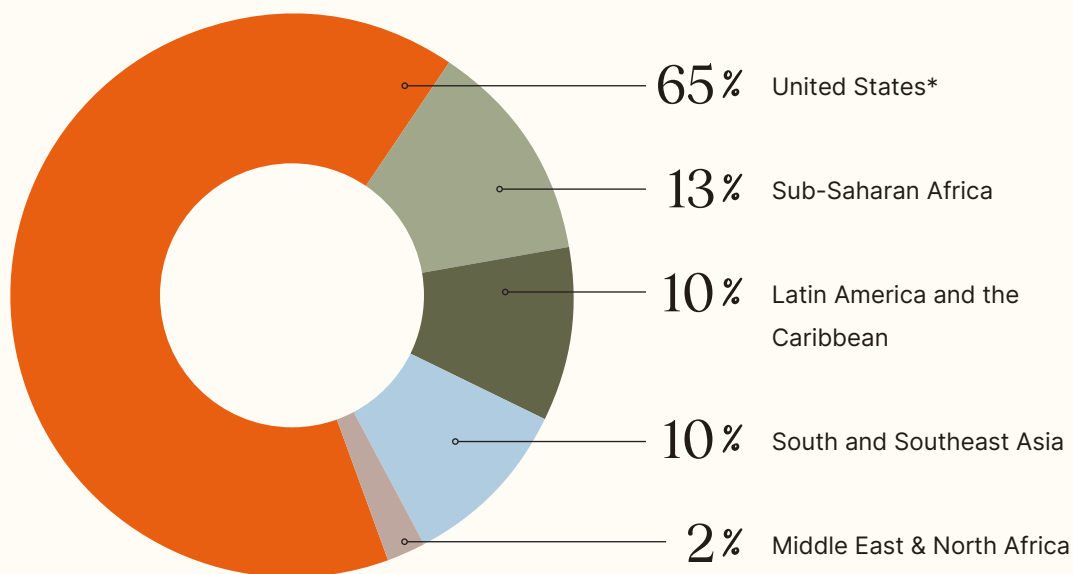
Across these contexts, we were reminded that some of the most effective solutions have existed within communities for generations. By investing in Indigenous midwives, doulas, and birth workers, our partners are preserving cultural traditions while expanding access to dignified, respectful maternal healthcare.



PHOTOS (TOP-BOTTOM): 1. (L-R) Melissa Gradilla, professional midwives Elsa and Julianna, Divya Sooryakumar, and Silvia Aldana at Corazon del Agua in Guatemala City. (Silvia Aldana, 2025) | 2. Comadrona (midwife) Evelyn provides prenatal care for an expecting mother at a mobile clinic run by Naye Xjaw/Maya Midwifery in La Nueva, San Juan Ostuncalco. (Melissa Gradilla, 2025)

Our 2025 Grantmaking

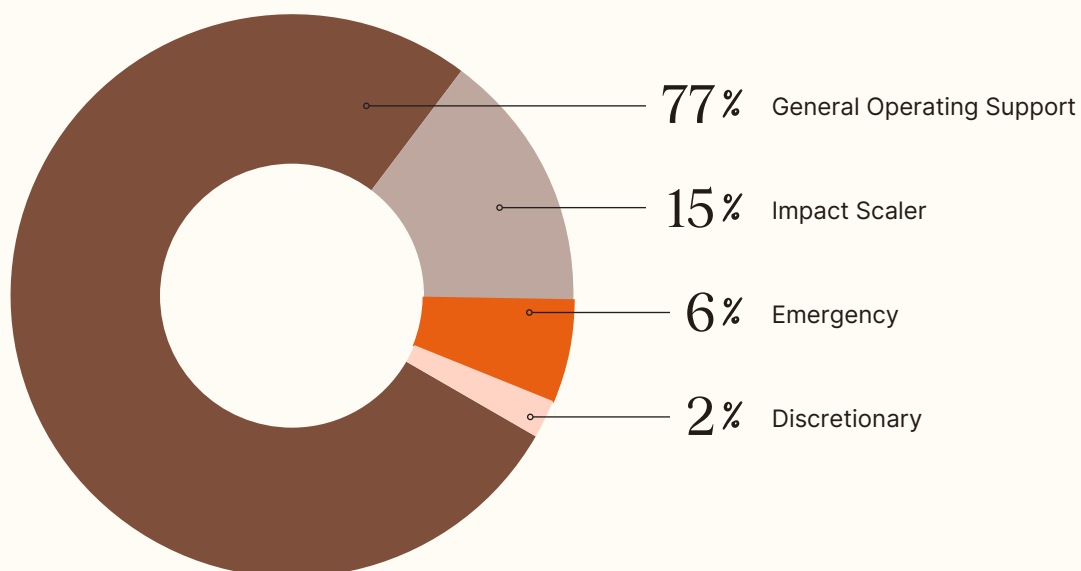
Investments by Region**



* The percentage of our U.S. grantmaking remains higher than usual, reflecting a deviation from our typical portfolio distribution as we work to recalibrate the balance between our domestic and global grantmaking.

** We use geographic terminology in this report based on established conventions that guide our work. We recognize that language and geographic definitions continue to evolve, and we remain committed to learning and adapting our terminology to be reflective of our grantee partners and their communities.

Funding by Grant Type



2025 Grantee Partner Organizations

Latin America & the Caribbean

Asociación Corazón del Agua (Guatemala)

Foundation for Advancement of Haitian Midwives (FAHM) (Haiti)

Grace Community Birth Center* (Haiti)

Maison de Naissance* (Haiti)

Maya Midwifery International (Guatemala)

Midwives for Haiti (Haiti)

Middle East & North Africa

Education for Employment* (Gaza)

MedGlobal* (Gaza)

Salon Plus* (Gaza)

South & Southeast Asia

Bumi Sehat* (Indonesia)

HOPE Foundation for Women and Children (Bangladesh)

One Heart Worldwide* (Nepal)

Sub-Saharan Africa

Dandelion Africa (Kenya)

Foundation for African Medicine & Education (FAME) (Tanzania)

Lwala Community Alliance (Kenya)

Maasai Women Development Organization* (MWEDO) (Tanzania)

Thamini Uhai (Tanzania)

95%

of all core grantee organizations are BIPOC- or locally led

United States

Accompany Doula Care (MA)

Alaska Native Birthworkers Community (AK)

Ancient Song (NY/NJ)

Birthmark Doula Collective (LA)

Changing Woman Initiative (NM)

Chicago South Side Birth Center (IL)

Commonsense Childbirth (FL)

Community for Children (TX)

Community of Hope (D.C.)

Elephant Circle (CO)

Jamaa Birth Village (MO)

JustBirth Space

Luna Tierra Casa de Partos (TX)

Magnolia Birth House* (FL)

Mamatoto Village (D.C.)

National Association to Advance Black Birth (NAABB)

Neighborhood Birth Center (MA)

Oklahoma Birth Equity Initiative (OK)

Roots Community Birth Center (MN)

San Francisco Pregnancy Family Village (CA)

Sankofa Reproductive Health and Healing Center* (NY)

Shades of Blue Project (TX)

SisterWeb (CA)

Sueños Sin Fronteras de Tejas (TX)

Tewa Women United* (NM)

Ttáwaxt Birth Justice Center (WA)

Uzazi Village (MO)

One-Time Grants

Anarcha, Lucy, Betsey Day of Reckoning Conference

Birth Center Equity Network Gathering

CHOICES: Center for Reproductive Health International Women's Day Event

Dr. Shalon's Maternal Action Project

International Maternal Newborn Health Conference

Missouri Black Maternal Health Summit

Policy Institute for Community Birth and Midwifery**

The Midwifery Project

85%

of all core grantee organizations are led by a maternal healthcare or support provider

* Support includes emergency or discretionary grant

** Grant was awarded in 2025 and processed in 2026

90%

of all core grantee organizations are led by women



Advocating for Systems Change



In 2025, we deepened our efforts to advance policies that protect and strengthen maternal health systems in the United States. Through timely advocacy on Medicaid, new resources highlighting the experiences of communities facing the greatest inequities in maternal health, and collaboration with partners to shape policy solutions, we worked to raise awareness, equip advocates with evidence, and advance lasting systems change.



23

federal bills supported
(including appropriations)



800+

letters sent by advocates from

37

states and Washington, D.C.



PHOTOS (TOP-BOTTOM): 1. EMC Founder & President Christy Turlington Burns joins advocates at the 4th annual Anarcha, Lucy, Betsey Day of Reckoning in Montgomery, Alabama. (Unknown, 2025) | 2. (L-R) Former First Lady of New Jersey, Tammy Murphy, moderates a panel session titled *From Local to Global: Building Partnerships that Strengthen New Jersey Families* featuring Kenn L. Harris, Co-Founder and CEO, The League of Voices for Mothers, Babies, Fathers and Families; Christy Turlington Burns, Founder & President of Every Mother Counts; and Shakira Williams-Linzey, Director, Maternal and Infant Health Initiatives, March of Dimes at the Nurture NJ Leadership Summit. (John "Jack" Hensley, 2025)

Spotlight on

New Report on Native Maternal Health Infrastructure

Throughout 2025, the office of U.S. Senator Ben Ray Luján (D-NM) convened more than 55 experts and organizations to examine the state of maternal health for American Indian and Alaska Native (AI/AN) and Native Hawaiian communities, focusing on maternal mortality, workforce equity, healthcare access, data sovereignty, and funding inequities.

Together, the group published five landmark reports, one of which Every Mother Counts is proud to have co-authored: **Building Systems of Care: Investment in Native Maternal Health Infrastructure**. Published in October 2025, this report examines how public and private funding structures shape the strength and sustainability of Indigenous maternal health systems.

The report documents persistent challenges, including chronic underfunding, workforce shortages, and barriers to culturally grounded care, while highlighting Indigenous-led models that integrate midwifery, traditional practices, and workforce development pathways. It also outlines opportunities for policymakers and funders to support long-term, culturally responsive maternal health systems through sustained investment, policy reform, and approaches that uphold tribal data sovereignty.



Spotlight on

Our Priority Populations Issue Brief Series

Every Mother Counts centers four priority populations across our work in the United States: Black women, American Indian and Alaska Native (AI/AN) women, women who live in rural areas, and women experiencing displacement. These communities face compounding structural barriers and heightened maternal health risks; however, they are also at the forefront of solutions. We believe that centering and supporting efforts led by and for communities most impacted will result in a stronger, more equitable system for all.

In 2025, Every Mother Counts published a series of issue briefs highlighting these communities of focus. These resources were designed to provide an overview of the current maternal health landscape for these communities in the U.S. and more information about how we prioritize each in our work.



[Read the briefs](#)

Spotlight on

Medicaid and Maternal Health

With the passage of H.R. 1 (the so-called “One Big Beautiful Bill Act”), 2025 saw the biggest cuts to Medicaid in the program’s 60-year history. Medicaid is a lifeline for millions of women and families throughout the perinatal period, financing a substantial share of births nationwide (41%) and an even greater share for communities impacted by the starkest inequities in maternal health.

Throughout 2025, Every Mother Counts highlighted Medicaid as core maternal health infrastructure and encouraged our supporters to take action to protect the program. Through a series of social posts during Medicaid Awareness Month (April), we raised awareness about some of the essential ways the program matters for maternal health, including:

[Medicaid & maternal health 101](#)

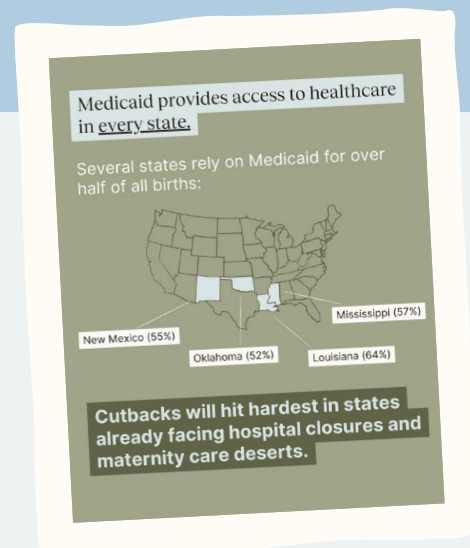
[Medicaid & Black maternal health](#)

[Medicaid & rural maternal health](#)

[Medicaid & the postpartum period](#)

Collectively, the campaign received almost 300,000 views across EMC’s social media platforms.

Additionally, a campaign on our Use Your Voice page urged people to reach out to their Congressional representatives to oppose H.R.1’s (then-pending) cuts to Medicaid. During the campaign’s active period, advocates representing more than half the country used our platform to make their voices heard.



Did you know:

- **Over 60%** of all pregnancy-related deaths in the U.S. occur during the postpartum period (1-365 days after delivery).
- In fact, **over 25%** of pregnancy-related deaths occur during the late postpartum period (approximately 6 weeks-1 year after birth).
- This critical stage of pregnancy is often neglected in maternal health policy, leaving many moms and new parents **without the support they need.**

Recent reports reveal that the majority of maternal deaths occur after childbirth, with one-third occurring six weeks to one year after birth.

The New York Times

One-Third of Maternal Deaths Occur Long After Delivery, Study Finds

Pregnancy-related mortality has risen sharply, and doctors have overlooked a particularly dangerous period: from six weeks to one year after the birth.

Find this article at the link in our bio.

What's at risk for moms:

- Hospitals and maternity wards may be forced to close, increasing the number of maternity care deserts.
- There will be fewer providers and reduced access to midwives, birth centers, and doulas.
- Costs to have a baby may increase. Did you know that the average out-of-pocket cost of birth in the U.S. is nearly \$3,000?
- States may scale back Medicaid coverage during the postpartum period, leading to increased barriers to accessing essential maternal mental health care.

2025 Financial Overview

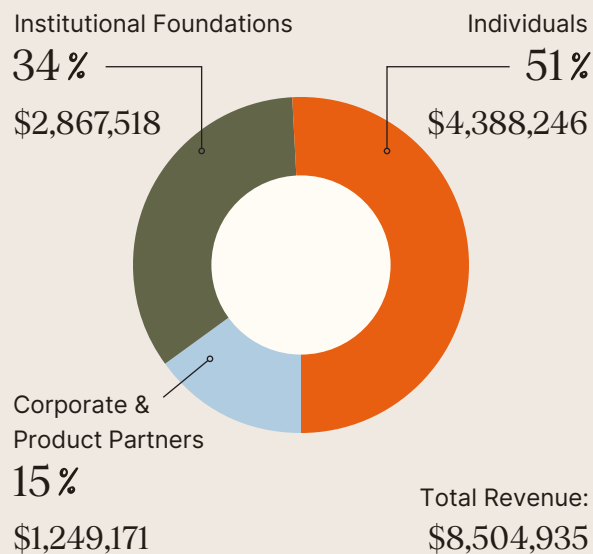
Transparency and accountability are important to us. The information that follows outlines how Every Mother Counts used financial resources to advance maternal health in 2025. All information is drawn from our audited financial statements which can be found on our [website](#).

Expenditures by Focus Area

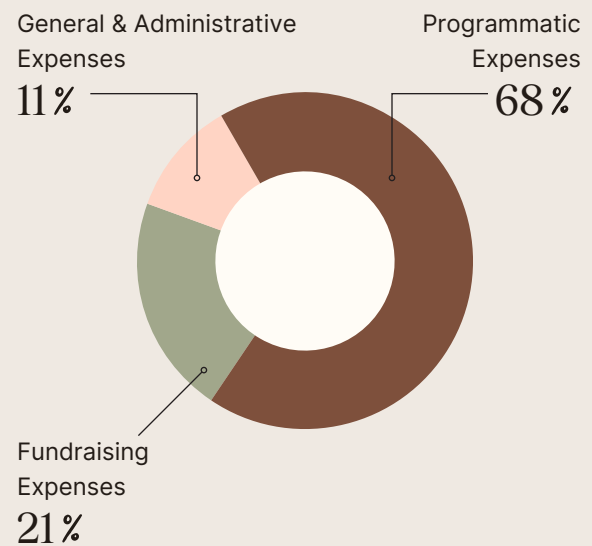
Grantmaking & Related Expenses	\$4,430,831
Awareness Raising	\$941,226
Policy & Advocacy	\$294,471
Fundraising	\$1,759,308
General & Administrative	\$907,175

Total: \$8,333,011

Sources of Funding



Functional Expenses*



* EMC has historically maintained a programmatic expense ratio of at least 75%; however, in 2025, our 15-year anniversary efforts resulted in higher fundraising expenses.

Our Donors & Supporters

\$500,000+

- Anonymous (1)
- Bank of America⁺
- Inditex⁺
- Robert Wood Johnson Foundation⁺

\$200,000-\$499,999

- Anonymous (1)
- Bloomberg Philanthropies
- Emma Moretzsohn⁺

\$100,000-\$199,999

- Clare V.
- Diane von Furstenberg and the DVFFF
- FoundRae
- Ford Foundation
- Kim Posnett and Michael Pastor
- Marfa Stance
- Olivia Walton
- Orla Coleman and Rikki Tahta
- The Seadream Family Foundation
- Sidhu-Singh Family Foundation⁺

⁺ Amount reflects total multi-year pledge commitment. EMC recognizes multi-year donors at their full commitment level for the duration of their pledge. Annual installment payments are separately acknowledged in pledge confirmation correspondence.

\$50,000-\$99,999

- Ali Hewson and Bono
- Andrea and Sean Smith
- Augustinus Bader
- Costolo Family Foundation
- Elizabeth and Gardner Lane Family Foundation
- Farmgirl Flowers
- IYK Jewels
- Dr. Jennifer Haythe and Eli Casdin
- Jill and Ed Vedder
- Nili Lotan
- October Mountain Foundation
- Penn Medicine
- Schrock Family Foundation
- Select Equity Group Foundation
- Shamrock Foundation
- ShineMaker Foundation
- SIDLEY
- The Blodgett Family Fund

Spotlight on

A Decade of Partnership with Bank of America

More than a decade ago, Every Mother Counts was introduced to Bank of America and since then we've built a strong partnership that demonstrates what sustained, values-aligned corporate engagement can achieve. Since 2014, Bank of America has invested more than \$2.2 million in Every Mother Counts' work and shared its time and expertise, making it one of EMC's largest and longest-standing corporate partners.

This partnership is rooted in a shared commitment to advancing access to health, empowering women, and strengthening communities. In recognition of more than a decade of impact, EMC honored Bank of America as its 2025 Corporate Champion during our 15th anniversary celebration.

Over the years, Bank of America's support has helped our community-led partners continue delivering high-quality maternal healthcare amid challenges facing health systems around the world. The relationship extends well beyond funding. As Chair of EMC's Board of Directors, Bank of America Managing Director & Government Relations Executive Autumn Hunter provides leadership, insight, and strategic guidance that help strengthen our mission and expand our impact. Team EMC's participation in the Chicago and Boston Marathons, both sponsored by Bank of America, gives our runners a platform to raise funds and awareness for maternal health.



PHOTO: Sheri Bronstein accepts the Corporate Champion award for Bank of America at the 15 Year Anniversary Celebration for Every Mother Counts at Cipriani South Street in New York City. (Aria Isadora and Sean Zanni, 2025)

\$20,000-\$49,999

- Anonymous (3)
- Adrienne and Chris Bosh
- Alexandra and Spencer Wells
- ARCADE
- Boedecker Foundation
- Brenda and Richard Battista
- Brides for a Cause
- CHANEL
- Covista Foundation
- Erewhon
- Eva Marie and Bill Price
- Foundation 33:11
- Gelfand Rennert & Feldman
- Goldbug
- Janet Middleton Montag
- Jennifer and Mark Styslinger Charitable Foundation
- Jim Cox, Jr. Foundation
- John & Amy Griffin Foundation
- Karlie Kloss, Gateway Coalition
- Kate Greer and Peter Fenton
- Kimbrough Towles and George Loening
- Leigh Sherwood Matthes and William Merrill Matthes
- Lemieux et Cie
- Lisa Shields
- Liz Beshel Robinson and Samuel Robinson
- Madewell
- MARIA McMANUS
- Melissa and Daniel Berger
- Monarch Properties
- Morgan Stanley
- Nancy McCartney
- Natasha Ziff
- O'Toole Family Foundation
- Pam and Larry Baer
- Perelman Performing Arts Center (PAC NYC)
- Peter Rosenblum and Katherine Tallon
- Peterson Family Foundation
- Petite Plume
- Serena Foundation
- Tejemos Foundation
- The Isabel Rose Foundation
- The McKinnon Family Foundation
- Tradeweb
- TWP
- Zinnia

\$10,000-\$19,999

- Anonymous (3)
- Adrian Stroe
- Adtalem
- Allison Gollust
- Amira and Dean Amro
- Angela C. Zambrano, *In Honor of Connie Wennihan*
- Anick and Alex Guira
- Ann and Kevin Morrison
- April Kelly
- Briony Raymond
- Carol Ann Blinken
- Christy and Michael Lowe
- Clara Wu Tsai
- Delphine Ledroit
- Elizabeth and Michael Cole
- Dr. Elizabeth Howell and Darren Thompson
- Elizabeth Reed
- Florence V. Burden Foundation
- Girls Just Want to Have Fundamental Rights Fund at the Tides Foundation
- Goldman Sachs Gives
- Heather Bright Hoffmeyer
- Hilani and Neville Kerr
- Initial K Studio
- Karyl and Elias Alvord
- Kathryn and Matthew Kamm
- Kelly Corrigan
- Kleeman Family Charitable Fund
- Liz Prior
- Mariam Naficy and Michael Mader
- Marie and Bill McGlashan
- Mario Cader-Frech
- McKeen Foundation Trust
- Meena Lakdawala-Flynn
- Meg Carrigan
- Megan Hinchsliff
- Melora and Andrew Balson
- Michelle and Corey Jassem
- Molly and Tom Farley
- Nikki and Katerina Haramoglis
- Patricia Herrera Lansing and Gerrity Lansing
- Perifit
- Raj Mahajan
- Ralph Lauren
- Ricki Lake
- Robert Denning
- Russell Warren Horwitz
- Sandra M. Brunson, Second Round Foundation
- Sara Moonves and Jeff Henrikson
- Sara Naison-Tarajano
- Sarah and Daniel Rueven Foundation
- Sarah Min
- Sasha Chriss
- Story Garschina Foundation
- Susan and Sean Paroff
- Susie Scher
- The Elsie and Walter Stein Fund
- The Henry J. Kaiser Family Foundation
- The Hummingbird Fund
- The Monarch Foundation
- The Morris and Jeanette Kessel Fund
- The Rockefeller Foundation
- The Spaniard
- The Waller Family Foundation
- Timothy Manny
- Tom Freston
- Tom Werner
- Well People
- Wendell Vaughan Winton and Noah Pritzker
- Yasmine Coupal
- Yassaman Salas



\$5,000-\$9,999

- Anonymous (7)
- Abigail and Christopher Johnson
- Alexi Ashe Meyers and Seth Meyers
- Amy Corso
- Mr. and Mrs. Andrew Ording
- Anne Walker
- Dr. Aviva Romm
- Beth Kojima
- Bill and Diana Gray
- Brooke Shandloff Fernandez Memorial Foundation
- Caleb Negron and Robert Triefus
- Cameron Scott
- Christy Swildens
- Claudia and George Bitar Foundation
- Colette Dartnall
- Dina Treanor
- Douglas Durkin
- Eileen Libutti and Brian Steel
- Emma and Jonathan Fine
- Eva Hoffman and Ken Cornick
- Good.Loop Ltd.
- Harvard Business School Healthcare Alumni Association
- HBB Design
- Heather Ketchpaw
- Dr. Heidi Flagg
- Heidi Levine
- Holly and Jim Parmelee
- Ingrid & Isabel
- Ishwar Family Fund
- Jennifer Behr
- Jessica and Bill Koenigsberg-Wurpel
- John C. Buck Jr.
- John D. Picotte Family Foundation
- Katherine Eberly Spellane
- Katie Smith Roberts and John Roberts
- Keith and Mary Kay McCaw Family Foundation
- Kristen Kirkland
- Leah Sutton and Jeffrey Schmidt Fund
- Lynne and Marc Benioff
- Maca Huneeus Design
- Marweld Family Charitable Fund
- Michael Kors
- Molly Leonetti
- Nancy Chung
- Naomi Leslie
- Needed
- Niharika Cabiallavetta
- Pam Hanson and Jaime Frankfurt
- Rebecca Kruger
- Robert Zirinsky
- Savannah Guthrie and Michael Feldman
- Sean and Brendan Johnson
- Sherrie and David Westin
- SK Media Group
- Social Goods
- Stacey Fraser
- Tami and Marc Rosen
- The Burke Foundation, *In Honor of Jill Wodnick*
- The Draper Foundation
- The Warburg Pincus Foundation
- Thrill Hill Foundation
- Tone Product
- Urban Zen
- Viniar Family Foundation
- Vivian Acebal

Spotlight on

Clare V. x Every Mother Counts Partnership

Since 2015, the Clare V. x Every Mother Counts partnership has illustrated the unique role that mission-driven brand partnerships can play in reaching new audiences and weaving maternal health into everyday life. Through our ongoing partner collection and annual Mother's Day and holiday collections, event and campaign sponsorships, and cultivation gatherings, Clare V. has helped introduce Every Mother Counts to new audiences while creating meaningful opportunities for our community to engage with our mission. Over the years, Clare V. has created bespoke signature messages for EMC, including Maman Je T'Aime, Maman Sait Mieux, and Liberté, Égalité, Maternité (coined by Clare's son, Oscar Vivier) that have appeared on clothing, bags, hats, jewelry, and other pieces that spark conversations about maternal health wherever they're worn. Beyond raising over half a million dollars to support our work, Clare Vivier's personal commitment, from running with Team EMC to participating in our Learning Tours, has made this a partnership rooted in shared purpose. More than a decade later, the creativity, generosity, and unwavering support behind this collaboration continue to amplify our mission in ways that extend far beyond the dollars raised.



PHOTO: Clare Vivier in Clare V. (Photo courtesy of Clare Vivier)

A Special Thank You

- Estee Lauder Companies – Women in Leadership Group
- Kim Posnett
- Mariam Naficy
- Nikki Haramoglis
- Pam Baer
- Team EMC Ambassadors

15th Anniversary Celebration

- Host Committee
- Busy Philipps
- Cat Power
- Flor de Toloache
- Grace Burns
- Jennie Joseph
- Kimberly Pirtle
- Mariam Naficy
- Melissa Berger
- Patricia Lansing

Corporate Champion Honoree

- Bank of America

Mothers of the Year Honorees

- Alysia Montaño, Olympic Bronze Medalist; Founder and President of For All Mothers+
- Dr. Chelsea Clinton, Vice Chair, Clinton Foundation
- Sandra M. Brunson, President of JMB1 Enterprises and Co-Founder and CFO of the Second Round Foundation

In-Kind Contributors

- Baron & Baron
- Clare V.
- Farmgirl Flowers
- FoundRae
- IYK Jewels
- Luna Zorro
- Marfa Stance
- Minted
- MQua Studio
- Needed
- ONDA Beauty
- Social Goods
- Tracie Martyn
- TWP

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- Andrea Smith
- Anjali Kumar, JD
- Autumn Hunter, JD
- Aviva Romm, MD
- Christy Turlington Burns
- Cristina Gamboa, MD
- Elizabeth (Liz) Howell, MD, MPP
- Hilani Kerr, MBA
- Kim Posnett, MBA
- Liz Robinson, MBA
- Mariam Naficy, MBA *Board Chair*
- Sharmila Makhija, MD, MBA

Emeritus Board Members

- Allison Gollust
- Christiane Lemieux
- Leslie Blodgett

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- Alexandra Wells
- Anick Guira
- Brenda Battista
- Carol Ann Blinken
- Clare Vivier
- Elizabeth Lane
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- Maria McManus
- Melissa Berger
- Michelle Rotman Jassem
- Molly Farley
- Orla Coleman
- Pam Baer
- Patricia Lansing
- Stephanie Freid Perenchio
- Tiffanie DeBartolo



PHOTO: A family with their baby immediately postpartum at Magnolia Birth House in Florida. (Mint and Cocoa, 2025)



PHOTO CREDITS

SEPIA PHOTOS IN ORDER OF APPEARANCE (L-R FROM TOP):

1. A mother holds her baby during a postpartum well visit with Accompany Doula Care. (Vanessa Prohodski, 2025)
2. Midwife Ninotte provides postpartum and newborn care for a mother and baby at a clinic in Haiti. (Jean Oscar Augustin, 2025)
3. Expecting mother, Destiny, at a prenatal visit with Mamatoto Village in Washington, D.C. (Bonnie-Love Douglas, 2025)
4. Nikki George runs the New York City Marathon for Team EMC. (Claire Morrissey, 2025)
5. A new mom breastfeeds her child at Changing Woman Initiative in New Mexico. (Keith Scott, 2025)
6. Mom Janai holds baby Gabriel as Chanelle Moore provides postpartum services at Mamatoto Village in Washington, D.C. (Bonnie-Love Douglas, 2025)
7. Jennie Joseph speaks at the 15 Year Anniversary Celebration for Every Mother Counts at Cipriani South Street in New York City. (Aria Isadora and Sean Zanni, 2025)
8. Team EMC runners and supporters at the Brooklyn Mother's Day Race in Prospect Park. (Bradley Kellum, 2025)
9. Parents Dezsa and Calvin welcome their newborn, Janice, into the world at a hospital in San Francisco with the help of a SisterWeb Doula. (Amaya Edwards, 2025)
10. Mia Omisore nurses baby Abeni at Mamatoto Village in Washington, D.C. (Bonnie-Love Douglas, 2025)
11. Pregnant mothers touring the Grace Community Birth Center in Haiti. (Jean Oscar Augustin, 2025)
12. Guests raise their roses for the auction at the 15 Year Anniversary Celebration for Every Mother Counts at Cipriani South Street in New York City. (Aria Isadora and Sean Zanni, 2025)
13. Christine and Jackson Sweet after a prenatal visit with SisterWeb in San Francisco, California. (Amaya Edwards, 2025)
14. Portraits of the Diné family at Changing Woman Initiative in New Mexico. (Keith Scott, 2025)
15. Nina Rabinovitch Blecker runs the Brooklyn Mother's Day Race in Prospect Park. (Bradley Kellum, 2025)
16. A mom receives doula care at the SisterWeb cottage during a postpartum visit in San Francisco, California. (Amaya Edwards, 2025)
17. One Heart Worldwide facilitates a meeting at Malika Birth Center with local partners in Nepal. (One Heart Worldwide, 2025)
18. Team EMC supporters and staff cheer for runners at the 2025 New York City Marathon. (Bradley Kellum, 2025)