2022 Impact Report
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
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
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
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.
**GRANT INVESTMENT BY REGION**

- 50% United States
- 16.5% Africa
- 15% Asia
- 9% Caribbean
- 9% Latin America

*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.

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 Momnibus 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.
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**

- Grantmaking & Related Expenses: $3,301,638
- Transformative Initiatives & Related Expenses: $1,612,721
- Awareness Raising: $985,520
- General & Administrative: $654,312
- Fundraising: $553,626
- Community Engagement: $431,875
- Policy & Advocacy: $409,920

### 2022 FUNCTIONAL EXPENSES BREAKDOWN

- **85%** Programmatic Expenses
- **8%** General & Administrative Expenses
- **7%** Fundraising Expenses

### 2022 SOURCES OF FUNDING

**Total: $8,017,554**

- Individuals: $4,112,956
- Institutional Foundations: $2,363,119
- Corporate & Product Partners: $1,541,479

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
Shamrock Foundation
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