

"Birth is one of the last places in America where a modern woman is expected to lie back, shut her mouth, and take what's done to her. In many ways, our medical and legal systems support the total disempowerment of women in a major life event they'll always remember, and that can have lasting health consequences. And this is all happening in a system that delivers dismal outcomes for moms and babies, and costs more than anywhere else on the planet. When women take back the life event that defines their biology, we will see safer and healthier births, happier moms and babies and a new value on women themselves -- by women themselves."

~ Cristen Pascucci, Vice President, ImprovingBirth.org



ImprovingBirth.org

Our Mission

We are a 501(c)(3) non-profit organization (EIN: 46-1254884) run by moms, for moms. Our mission is to bring evidence-based care and humanity to childbirth. Our interactions with each other and the public are guided by the principles of communication, inclusivity, respect, and accuracy.

In early 2014 we released our first Strategic Plan based on feedback from over 2,000 Improving Birth supporters. The Plan focuses our resources on four ambitious goals to achieve our mission.

- Expand public awareness activities, reaching the general public about the the principles of and need for evidence-based maternity care.
- Increase capacity and depth of direct support to mothers with a comprehensive, online clearing house on evidence-based maternity care and a hotline to connect consumers with timely, geographically relevant resources.
- Develop a community organizing academy that will provide ongoing training and technical assistance to local organizers who are working to affect transformational change in their own communities.
- Increase participation by women of color in ImprovingBirth's activities and programs, while raising awareness about and combating the enormous racial and class disparities in maternity care.

What We Do

Public Awareness: Our national Labor Day Rally to Improve Birth is the only demonstration of its kind in the United States. Last year, over 10,000 people across the country attended over 160 local rallies across the country to show the public and the media that call for a transformation of maternity care and raise awareness about the need for evidence-based care. This public awareness campaign was reported in over 100 local media outlets, mentioned on the Huffington Post blog, and on CNN's iReport reaching an estimated 1,000,000 people.

Communication: We run a 24/7 public communications campaign, including an active Facebook page with over 15,000 supporters; Pinterest and Twitter accounts; two websites; monthly email newsletters; weekly email updates; and over 100 individual local Rally To Improve Birth Facebook pages. Our popular blog, featuring high-quality, often peer-reviewed content, earns tens of thousands of hits a month.

Support for Mothers: We receive messages and phone calls from women on a daily basis, asking for information, resources, help finding providers, and help accessing medical or legal advice.

Support for Communities: ImprovingBirth.org's grassroots support is made up of over 100 cities where rally coordinators are often hubs of local efforts providing support to area moms, growing the advocacy network, and working for change in local hospitals.

Annual Budget

Our budget may be small, but the value of our volunteers is priceless. Our 2013 operating budget was \$33,000, primarily consisting of private donations (excluding in-kind donations of volunteer time and professional services). Our Strategic Plan outlines goals and objectives that will be achieved based on our fundraising success. Our 2014 operating budget is \$123,000.

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Heather Thompson, Ph.D, CPD, CLE (CAPPA), Secretary

Mandi Hardy Hillman, MA, PhD, CD(DONA), ICCE

Where You Can Find Us

USPS: ImprovingBirth.org
270-F N. El Camino Real #434
Encinitas, CA 92024

Website: www.ImprovingBirth.org

Phone: 760.840.8723

Email: improving@improvingbirth.org

www.facebook.com/ImprovingBirth

www.pinterest.com/improvingbirth

Twitter: @ImprovingBirth