



A Commemorative Year

July 2009

Dear Friend:

2008 marked a major milestone for our organization. Childbirth Connection celebrated its 90th Anniversary!

Anniversaries are a time to take stock of our commitments and achievements. We are pleased to update you with this 2008 Annual Report letter, accompanying financial highlights, and *90 Years Baby*, a timeline that commemorates significant accomplishments Childbirth Connection has made over the years on behalf of women, babies and families.

While we have much to celebrate, we still face challenges. Our current maternity care system is fraught with problems. Deficiencies include harmful and wasteful overuse of many practices, underuse of beneficial practices and unwarranted variations in practice throughout the nation. Our women and newborns deserve better.

Our Accomplishments in 2008

Anniversaries are a time to rise to the occasion and meet the challenges of the moment. In 2008, Childbirth Connection worked diligently to address today's maternity care obstacles through research, education, advocacy, and especially, policy.

This year, we published *New Mothers Speak Out, National Survey Results Highlight Women's Postpartum Experiences* based on data from two of our national *Listening to Mothers* surveys. The report was featured in a *Wall Street Journal* article focused on the maternal mental health survey results that showed that many new mothers face a broad range of mental health and workplace challenges with little or no support. Through our *Listening to Mothers* signature surveys, mothers themselves serve as the guiding force in our effort to understand the experiences and perspectives of childbearing women and parlay that knowledge to improve maternity policy, practice, education and research.

In 2008, we also authored and issued a major report – *Evidence-Based Maternity Care: What It Is and What It Can Achieve* – in collaboration with the Reforming States Group and the Milbank Memorial Fund. The report assesses the current maternity care system and identifies barriers and opportunities for improvement. It has received widespread attention from policymakers and the media.

But of utmost importance, in 2008, we made significant strides toward realizing a first-of-its-kind national policy symposium to commemorate our 90th anniversary, *Transforming Maternity Care: A High Value Proposition*. Much of the year was devoted to laying the groundwork for this powerful and progressive 2009 event. We convened a multi-disciplinary Steering Committee of national health care quality leaders to help plan the symposium and a Vision Team to develop our *2020 Vision for a High Quality, High Value Maternity Care System*. We also convened five

stakeholder workgroups to help develop a *Blueprint for Action* for moving toward the 2020 vision. The symposium proceedings, vision paper and *Blueprint for Action* will be published and disseminated soon.

In addition, in 2008, we continued our work on Capitol Hill with visits to Congressional offices to build awareness with leaders and policymakers about current deficiencies in maternity care and how they can be improved as part of national health care reform. Moreover, we fostered deeper relationships with respected national organizations dedicated to health care quality improvement including the National Quality Forum, the Consumer-Purchaser Disclosure Project, and Consumers United for Evidence-based Healthcare.

Giving Thanks

Anniversaries are a time to express gratitude. In 2008, we were the fortunate recipients of two significant grants from The Transforming Birth Fund of the New Hampshire Charitable Foundation. Initial funder of our *Maternity Quality Matters* Initiative, the Transforming Birth Fund's most recent contribution allowed Childbirth Connection to continue our vital policy work and plan our symposium.

In addition, in 2008 we received a \$20,000 grant from Kaiser Permanente to support the symposium. We extend our deepest appreciation to all of the individuals, corporations, organizations and foundations that supported us in 2008. Their names are listed on our website, www.childbirthconnection.org.

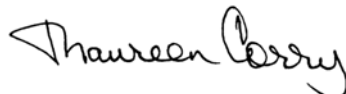
We are grateful to our Board of Directors, too, for their leadership and guidance. We extend our heartfelt thanks to outgoing members Joel Evans, Lynda Garrett, and Brooks Hamblett for their service and dedication. Lastly, we want to acknowledge and thank our talented staff for their dedication to our mission and programs.

Anniversaries are a time to share and recognize gifts. 2008 was a commemorative and commendable year for Childbirth Connection. Our work this past year – and over these 90 years – has been a joy, a privilege, a gift.

All the best,



Pat Troy
President



Maureen Corry
Executive Director



**2008 Financial Highlights
Statement of Activities
Year Ended December 31, 2008**

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUE			
The Childbirth Connection Foundation, Inc. contributions	\$472,000	\$15,987	\$487,987
Grants, bequests and other contributions	47,272	260,000	307,272
Publications	36,343	--	36,343
Program income	--	--	--
Interest and dividends	10,129	--	10,129
Special events, net of expense of \$0 and \$8,113	--	--	--
Other income	3,187	--	3,187
Net assets released from restrictions	<u>436,595</u>	<u>(436,595)</u>	<u>--</u>
Total Public Support and Revenue	<u>1,005,526</u>	<u>(160,608)</u>	<u>844,918</u>
EXPENSES			
Programs			
Advocacy	186,796	--	186,796
Research	210,774	--	210,774
Publications	33,654	--	33,654
Education	<u>386,329</u>	<u>--</u>	<u>386,329</u>
Total Programs	817,553	--	817,553
Supporting Services			
Management and general	145,586	--	145,586
Fundraising	<u>61,304</u>	<u>--</u>	<u>61,304</u>
Total Expenses	<u>1,024,443</u>	<u>--</u>	<u>1,024,443</u>
Changes in Net Assets	(18,917)	(160,608)	(179,525)
NET ASSETS			
Beginning of year	<u>31,482</u>	<u>1,008,307</u>	<u>1,039,789</u>
End of year	<u>\$12,565</u>	<u>\$847,699</u>	<u>\$860,264</u>

A copy of our 2008 financial statements may be obtained from
Childbirth Connection, 281 Park Avenue South, 5th Floor, New York, NY 10010