

# March of Dimes



## BRIGHTENING BABIES' LIVES TOGETHER

MARCH OF DIMES AND KIWANIS CLUBS WORK TOGETHER TO MAKE A POSITIVE IMPACT IN THE LIVES OF BABIES EVERYWHERE. SINCE 1978, THIS PARTNERSHIP HAS ALSO MADE BOTH ORGANIZATIONS STRONGER. NOW IT CONTINUES TO GIVE YOUR KIWANIS CLUB WAYS TO MAKE A DIFFERENCE—AND MAKE A NAME IN YOUR COMMUNITY.

## WHAT IS MARCH OF DIMES?

March of Dimes is a nonprofit organization that improves the health of babies by preventing birth defects, premature birth and infant mortality. Premature birth is the number-one cause of death in children under five. By working with the organization, Kiwanis has another way to make a positive impact on children's lives. And that kind of impact is why people join Kiwanis clubs.

Kiwanians support the March of Dimes all year long by hosting service projects, raising funds and educating their communities about preterm birth. From March for Babies to Prematurity Awareness Month and more, Kiwanians have access to events and opportunities that help fulfill the missions of both organizations.



## WHY IS MARCH OF DIMES PARTNERING WITH KIWANIS?

Helping the smallest and most vulnerable people—it's at the heart of what both organizations do. Why *wouldn't* the organizations be partners? For March of Dimes, the partnership brings some important practical advantages:

- **Education.** Helping people understand the dangers of birth defects and premature births is a big part of March of Dimes' work. With clubs like yours, those messages are put in the hands of volunteers who are trusted in the community and motivated to help.
- **Service.** Events that raise awareness are crucial to March of Dimes. That means there's no better partner than an organization full of people who love to serve and know how to make an impact.
- **Fundraising.** Care costs money. Kiwanians' proven fundraising power makes partnership an important solution to a central need.

## WHY IS KIWANIS PARTNERING WITH MARCH OF DIMES?

People join Kiwanis clubs because they want to reach the children who need them. Kiwanis International's partnership gives clubs access to:

- **Impact.** When you participate in a March of Dimes event or fundraiser, the work you do makes a difference to the smallest and most vulnerable children of all.
- **Vision.** Everyone wants to help make a better future. By working with March of Dimes, Kiwanians take real steps toward a better world. For example, the money that's raised supports research into cures and education.
- **Resources.** March of Dimes supplies the tools, events and information you need. When you serve in an event or fundraiser, you have proven resources to help make it successful.



## CONSIDER THIS!

During Prematurity Awareness Month in November, there's one day when everyone comes together for the cause: **World Prematurity Day**. It's a great way to focus your fundraising and informational efforts around a single day. You could even get your whole community to go purple: Tie purple ribbons on trees, light buildings in purple lights, and ask the community to dress in purple.

## HOW CAN A KIWANIS CLUB WORK WITH MARCH OF DIMES?

March of Dimes offers several ways to promote awareness of prematurity and birth defects. In fact, some of them can help make your club and the Kiwanis name more prominent in the community as well.

- **Participate in Prematurity Awareness Month.** In November, March of Dimes makes a special effort to promote awareness of prematurity around the world. Learn how you can get involved—and paint the town purple.
- **Raise funds through March for Babies.** Each spring since 1970, people have participated in March for Babies walks—and collected pledges in support. Put together your own team of club members and community volunteers!
- **Contact your local newborn intensive care unit.** Club members are invited to participate in NICU tours where available—and to learn about ways to get more involved.
- **Invite a speaker to a club meeting.** Increasing community awareness starts with your own knowledge. Welcome a health professional, researcher or mission family to speak about how the March of Dimes has changed their lives.

## HOW CAN YOUR KIWANIS CLUB FIND A LOCAL MARCH OF DIMES REPRESENTATIVE?

[teamyouth@marchofdimes.org](mailto:teamyouth@marchofdimes.org)