In addition to being a year of unprecedented growth for 2020 Mom, 2016 marked our 5 year anniversary as a national organization dedicated to improving the maternal mental health care landscape for all moms.

We are thrilled to continue this great work and would like to thank everyone who has supported and partnered with 2020 Mom along our journey!

THE PROBLEM

Depression & Anxiety are the most common complications in pregnancy & postpartum

3.9 million births in the U.S. every year

1 in 5 affected by MMH disorders

15% of women suffering from postpartum depression receive professional help

OUR MISSION

close gaps in maternal mental health care through education, advocacy, and collaboration
This course was thorough, comprehensive and very interesting. I feel more prepared to work with moms who may be experiencing MMH issues. I would highly recommend this training to others.

- MMH Certificate Training participant

Online Impact

2020mom.org
27,653 views

/2020MomProject
2,301 likes

@mommindhealth
784 new followers

@2020MomProject
271 new followers

Partnership w/ PSI

986 participants at no-cost quarterly MMH trainings

hosted an 8-session course with over 350 providers certified in maternal mental health

Conference Participation

to advance awareness of the gravity of untreated maternal mental health disorders and highlight a pathway to change, 2020 Mom presented its platform for change and highlights of the soon-to-be-released white paper from the CA Task Force on Maternal Mental Health Care at several national conferences:

CityMatch
Morice Society
Postpartum Support International
Zero to Three
March of Dimes

Emerging Considerations in Maternal Mental Health:
Supporting Families through Birth Loss, Model MMH Hospital Programs, and Grief Support

ANNUAL FORUM

5 live-stream locations in 4 states:

204 attendees

social workers 25%
nurses 20%
therapists 16%
psychologists 9%
administrators 5%
other 25%

271 new followers

EDUCATION

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@2020MomProject
271 new followers

“Good overview and practical information/interventions that are easily transferable to my work with women who have experienced perinatal loss.”

- Forum attendee

Over 1,800 CE hours provided

JOY BURKHARD speaking at PSI’s 2016 Annual Conference

204 attendees

Over 1,800 CE hours provided

“This course was thorough, comprehensive and very interesting. I feel more prepared to work with moms who may be experiencing MMH issues. I would highly recommend this training to others.”

- MMH Certificate Training participant

Emerging Considerations in Maternal Mental Health:
Supporting Families through Birth Loss, Model MMH Hospital Programs, and Grief Support
#MyPPDStory launched late Summer
introduced NCMMH Suicide Memorial Wall providing a collective voice and hope to suffering families

Lobby Day

NCMMH Member Organizations:
2020 Mom
Jenny’s Light
Junior League of San Francisco
Maternal Mental Health Now
MotherWoman
Postpartum Progress
Postpartum Support Alliance of San Diego
Postpartum Support International
Tangerine Owl Project
Utah Maternal Mental Health Collaborative

successfully advocated for the Bringing Postpartum Depression Out of the Shadows Act (a portion of the 21st Century Cures Act) passed December 2016; will provide grants to states to improve screening of and treatment for women who may be experiencing postpartum depression

37 meetings w/ legislators in one day
44 advocates in attendance
88 for HR 3235/ S 2311

Lobby Day participants said:
“Seeing the amount of passion that went into planning the event and every meeting that took place was so invigorating for someone who is a maternal mental health advocate.”

“Most of the Senators and Representatives that I met with were not from the party I’m registered with. They weren’t people I thought that I really had anything in common with, or who I thought would listen to me. I was so happy to learn that I was wrong! This truly is a bipartisan issue. We have to keep pushing to stay on the radar and on the agenda, but we don’t have as many minds to change as I feared. WE CAN DO THIS!”

“As someone who suffered from severe PPD and anxiety, it was extremely cathartic and empowering to lobby on behalf of this cause. To turn my pain and experiences into something that will undoubtedly help women of future generations is one of the best things that could have come out of my struggle.”

with generous support from Walton Family Foundation
launched PR and outreach campaign to raise awareness and reduce stigma surrounding MMH disorders

36 million media impressions through print, radio & tv
The ACTION Project pilot launched in 2016 and is guided by the Community Action Toolkit, a roadmap for convening a multi-sector MMH collaborative, conducting a needs assessment, analyzing local data, and creating an action plan to address maternal mental health care at the community level. The project occurs in 2 phases (right) and follows the Action Cycle (below).

Phase 1 includes the Triple A process of assessment, analysis, and action-planning.

Phase 2 involves Taking A.I.M. with ongoing action-planning, implementing planned interventions, and measuring outcomes along the way.
FY16 FINANCIALS

**FY16 Organizational Budget**

$213,000

Top 3 Programs by Budget
1. Community ACTION for MMH
2. National Coalition for MMH
3. Educational Initiatives

Newest Funding Partners
- Walton Family Foundation
- Constellation Philanthropy
- March of Dimes

Revenue by Category
- Programs: 84%
- Administration: 14%
- Fundraising: <1%

Expenditures by Category
- Programs: 22%
- Administration: 64%
- Fundraising: 15%

PHILANTHROPY

Raised more than $27,000 in support of 2020 Mom programs

Collected more than 4,800 diapers for L.A. moms in need

200 attendees

Support

MAKE A ONE TIME DONATION
2020mom.org/donate

JOIN THE INNERCIRCLE
2020mom.org/innercircle

ORDER ITEMS IN THE GIFTSHOP
2020mom.org/shop-2

BECOME AN AMBASSADOR
2020mom.org/ambassador-1
Joy Burkhard, MBA  
Wife and Mother of Two, Alex & Emme  
Founder, Executive Director, and Co-Chair at 2020 Mom  
Compliance Project Manager at Cigna Healthcare  

In addition to reaching her 20th year with Cigna Healthcare, our very own Joy Burkhard was recognized as Cigna’s 2016 Volunteer of the Year. Joy also received an Emerging Leader Award from the Department of Health and Human Services’ Office of Women’s Health for her work with 2020 Mom and the National Coalition for Maternal Mental Health. We’re so proud of you, Joy! Thank you for all you do!

2020 Mom's work was featured in several publications this year, including:  

**Broadly**  

And  

**Independent Sector Quarterly ("ISQ")**

2016 Board Retreat

**IN THE NEWS**

**6** new board members in 2016

**2020 Mom Board of Directors**

Joy Burkhard, MBA  
CO-CHAIR  
Compliance Project Manager - Cigna Healthcare

Kiley Hanish, OTD, OTR/L  
CO-CHAIR  
Founder - Return to Zero Center for Healing

Aviril Sepulveda, MS, OTR/LII, BCP, SWC, CLE  
SECRETARY  
Occupational Therapist - Children's Hospital Los Angeles

Jim Davis  
TREASURER **  
President - Offset Printing

Ann-Marie Bjorkman  
**  
Business Owner & Philanthropist

Kate DeStefano-Torres, MA, NCC, ACS, LPC  
Founder & Executive Director - Artemis Center for Guidance

Bridget Frese Hutchens, MSN, RN, CNM **  
Nurse, Midwife & PhD Student - Yale School of Nursing

Desiree L. Israel, LGSW **  
Owner - Postpartum Recovery

Kelly Nielson, MPH  
Director of Education - Happiest Baby

Michelle Selko, MS, OTR/L  
Lead Therapist, Huntington Hospital's Maternal Wellness Program

Elyse Springer, MA, MFT  
Licensed Marriage & Family Therapist - private practice

Kim Walls, MS  
**  
Founder - Best Ever Baby

Rupa Puri Zimmermann, Ph.D.  
**  
Licensed Psychologist - private practice

2020 Mom's work was featured in several publications this year, including: