PROVIDER EDUCATION
In partnership with Postpartum Support International

<table>
<thead>
<tr>
<th>MMH 101 Webinar</th>
<th>3,472 TRAINED</th>
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<tbody>
<tr>
<td>831 GRADUATES IN 2018</td>
<td></td>
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</table>

2,217 PROVIDERS GRADUATED from certificate based training since 2014

MOTHERHOOD COLORWALKS LAUNCHED
Raising funds and awareness for Maternal Mental Health

<table>
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<tr>
<th>ColorWalk</th>
<th>Bringing Color Back to Motherhood.</th>
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<tbody>
<tr>
<td>11 WALKS RAISED</td>
<td>$17,353</td>
</tr>
</tbody>
</table>

for 2020 Mom advocacy and community nonprofits

ANNUAL FORUM
February 9, 2018

<table>
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<tr>
<th>593 TOTAL ATTENDEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>41 IN PERSON</td>
</tr>
<tr>
<td>24 ONLINE</td>
</tr>
<tr>
<td>~400 at 16 WEBCAST SITES IN 7 STATES</td>
</tr>
</tbody>
</table>

California Endowment Conference Center, Los Angeles

KEYNOTE SPEAKER
Dr. Wisner, MD

25 Attendees at 1ST ANNUAL DONOR DINNER
Held February 8, 2018

Diana Barnes
Maria Carola
Endenné Dupree
Julie Fraga
Maureen Fura
Lisa Griffiths
Robin Starkey Harpster
Carole Mendoza
Allison Murphy
Stacey Porter
Brooke Reilly
Apple Sepulveda
Abbey Troeder
Shelley Wise
Terry Wohlberg

14 Monthly InnerCircle Investors

PLUS 5 DONORS OF $500 OR MORE
FINANCIALS
FISCAL YEAR 10/17-9/18
$284,629 INCOME
11 BOARD MEMBERS
12 INFLUENCER ADVISORY BOARD MEMBERS
8 CONTRACTORS

IN THE NEWS
Joy Burkhard featured in HuffPo’s Thrive Global
MULTIPLE ARTICLES FEATURING CA’S MMH LEGISLATION, INCLUDING NATIONAL PUBLIC RADIO (NPR) AND KAISER HEALTH NEWS STORIES
Learn more: 2020mom.org/newsroom/

OTHER IMPORTANT PROJECTS
Implementation of the CA MMH Strategic Plan
Funded by the California Health Care Foundation
Study addressing use of moms as Certified Peer Specialists
Funded by hope & grace

GENEROUS SUPPORTERS
2018 Project Funders
California Health Care Foundation
hope & grace
SAGE THERAPEUTICS

ZOMA FOUNDATION

SPEAKING ENGAGEMENTS
Nearly 15 including:
ZERO TO THREE, WITH A FIRESIDE CHAT and an interview by the New York Times best selling author David Brooks for the Aspen Institute

AMBASSADORS
33 EARNED BADGES
280 FROM 48 STATES INCREASE OF 40%

“Im very big on partnering for the greater good, and 2020 Mom sees the importance in partnering with diverse voices so no families are left feeling like this isn’t a space for them.”
- Meisha Shockley, Maryland

AMBASSADORS OF THE YEAR
MILLIE & ED PAGETT ADVOCACY CHAMPIONS

IN HONOR OF THEIR DAUGHTER CHARLENE AND GRANDSON SHANE

IMPACT REPORT 2018 | 2020Mom.org
SOCIAL MEDIA

MMH AWARENESS WEEK SOCIAL MEDIA CAMPAIGN
April 30 - May 4, 2018

Through our awareness brand:
TheBlueDot Project
TheBlueDotProject.com

THEME: #REALMOTHERHOOD

9.8 MILLION TOTAL IMPRESSIONS

First annual campaign spokesperson—Angelina Spicer

NEARLY 2000 MOMS TOOK THE REAL MOTHERHOOD CHALLENGE

360 ORGANIZATIONAL PARTNERS

WEBSITE VISITS: 14.8K MORE THAN DOUBLED FROM 2017

700.8K Total Reach DOUBLED from 2017

4.9 MILLION Impressions
3.4 MILLION Reach reach grew by 31% from 2017

NEW PLATFORM

4.1 MILLION Impressions
2.5 MILLION Reach

SUICIDE AWARENESS DAY SOCIAL MEDIA CAMPAIGN
September 10, 2018

HONORING MOTHERS LOST

REACHED OVER 133,000 PEOPLE

2020Moms

TheBlueDot Project

5221 PAGE LIKES INCREASED 50% over 2017

1515 FOLLOWERS INCREASED 8% over 2017

LAUNCHED DECEMBER 2017

OUR FOUNDER AND EXECUTIVE DIRECTOR, JOY BURKHARD:

Is a member of the American College of Obstetrics and Gynecology (ACOG) MMH Expert Workgroup

Is a member of the CA Maternal Quality Care Collaborative (CMQCC)

Is a consultant on Three Patient Centered Outcomes Research Institute (PCORI) Grants

Participated in the Federal Substance Abuse and Mental Health Services Administration (SAMHSA) MMH convening

IMPACT REPORT 2018 | 2020Mom.org
ACHIEVEMENTS

2020 MOM TURNED 7

OUR FOUNDER AND EXECUTIVE DIRECTOR, JOY BURKHARD:
Received a Silver Stevie Award for Female Executive of the Year (Government or Non-Profit – 10 or Less Employees)

Was nominated for the 2018 American Mother "Mother of Achievement" Award

ADVOCACY WINS

CALIFORNIA BILLS SIGNED INTO LAW
AB 2193 | AB 3032 | AB 1893

AB 2193 - Obstetricians and PCP Screening and Health Insurer Programs
AB 3032 - Hospital Provider Training and Patient Education
AB 1893 - State Dept. of Public Health – Federal Grants

IN SUPPORT OF CA LEGISLATION:
1,904 LETTERS SENT BY INDIVIDUALS
69 LETTERS SENT BY PARTNERS

“California just signed one of the world’s most comprehensive Maternal Mental Health Bill Packages into law.”
September 26, 2018 – Joy Burkhard
2020 Mom Founder and Executive Director

FEDERAL LEGISLATION PASSED

Preventing Maternal Deaths Act
Improving Access to Maternity Care Act

Bringing Postpartum Depression Out of the Shadows Act was funded in full for $5 million a year for 5 years

OUR STAFF AND VOLUNTEERS SPENT 565 HOURS MEETING WITH CA AND FEDERAL LEGISLATORS

D.C. ADVOCACY DAYS MAY 7-8
In partnership with March for Moms

“Amplify Your Voice
This experience means the world to me. Being able to talk to our senators/congresspeople is empowering and reassuring to me because I feel like I am making a difference.”
- Samantha Konikoff

70 ADVOCATES FROM 27 STATES ATTENDED WORKSHOPS, TRAININGS AND LEGISLATIVE VISITS