AMBISSADOR

100 EARNED BADGES
INCREASE OF 203%

410 FROM 49 STATES
INCREASE OF 46%
**Social Media**

**2020 Mom Suicide awareness campaign**

September 9-13, 2019

#KnowMomFacts because #MomsAreNotImmune

**Remembrance Day Virtual Vigil**

September 10th

Remembering Moms Lost to Maternal Suicide

Hosted by: Steven D’Achille of the Alexis Joy Foundation

**Reached over 500,000 people**

**Making Over Motherhood**

Maternal Mental Health Awareness Week

#MakingOverMotherhood

April 29- May 3, 2019

Through our awareness brand:

TheBlueDotProject.com

Campaign spokesperson–
Jen Schwartz
Motherhood Understood

**Nearly 2000 Moms took the Real Motherhood Challenge**

**360 Organizational Partners**

**Website Visits: 36K**

Up 143% from 2018

*Facebook*

Seen by 3.2 Million

*Twitter*

Grew by 33% from 2018

*Instagram*

Grew by 102% from 2018
In 2019, 2020 Mom formed a coalition of non-profit partners to bring mothers from our networks to DC in May. The Coalition and event were branded “Mom Congress.” Partners included, Every Mother Counts, Shades of Blue, Mommas Voices, Healthy Women, and more.

"The collective energy of Mom Congress was awesome. The whole process was full of learning for me and lit a fire within me for doing more advocacy work. I loved the legislative visits and can’t wait to do more!"

Mom Congress Attendee

**FEDERAL HEADWAY FOR MOMS**

**2020 Mom Co-Sponsored**

*California AB 845 Maternal Mental Health MD Education*

**STATE ADVOCACY**

**SIGNED INTO LAW THIS YEAR**

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

In November 2018, the federal government awarded grants to the following states:

**FLORIDA KANSAS LOUISIANA MONTANA NORTH CAROLINA RHODE ISLAND VERMONT**

**OUR STAFF AND VOLUNTEERS SPENT**

815 HOURS MEETING WITH CA AND FEDERAL LEGISLATORS
Study addressing USE OF MOMS as CERTIFIED PEER SPECIALISTS

Funded by:

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

Received
The California American Mother of Achievement Award

The California Breastfeeding Association ‘Golden Nugget Award’ for supporting early motherhood

The American Public Health Association Maternal Child Health Leadership in Advocacy Award

OTHER IMPORTANT PROJECTS

Launch of
THE MMH STORY BANK
2020mom.org/share-your-story

72 MOTHERS HAVE SHARED THEIR STORIES
Stories are being used by news media, to support health policy change and in video segments.

#MyMMHStory
Maternal Mental Health Story Bank

IMPLEMENTATION of the
CA MMH STRATEGIC PLAN
Funded by the California Health Care Foundation

SPEAKING ENGAGEMENTS & CONSULTING
Spoke at 10 CONFERENCES and LAUNCHED CONSULTING SERVICES, supporting several states’ MMH improvement initiatives.

OTHER IMPORTANT PROJECTS

A project of 2020mom.org
In partnership with PSI
POSTPARTUM SUPPORT INTERNATIONAL

IMPACT REPORT 2019 | 2020Mom.org
FINANCIALS
FISCAL YEAR
OCT 2018-SEPT 2019
$391,839

GENEROUS SUPPORTERS
2019 Project Funders

BOARD MEMBERS
11

13 CONTRACTORS

18 ADVISORY BOARD MEMBERS

6 CLINICAL ADVISORY BOARD MEMBERS

INCOME

2020 Mom
2019
InnerCircle Investor

21 Monthly InnerCircle Investors
50% INCREASE AS OF SEPT 30, 2019

Diana Barnes
Maria Carola
Endenné Dupree
Maureen Fura
Lisa Griffiths
Kiara Jackson
Blakeley Lowry

Ivy Margulies
Carole Mendoza
Allison Murphy
Britt Newton
Nicole Obenshine
Stacey Porter
Brooke Reilly

Marisela Rosales
Apple Sepulveda
Jennifer Soriano
Robin Starkey Harpster
Melanie Thomas
Shelley Wise
Rupa Zimmerman

NEWS HIGHLIGHTS
2020mom.org/innovation-awards/

INNOVATION Award Winners

Funded by: ZOMAFoundation

INNOVATIVE PROGRAMS IN CARE:
Northwestern Medicine: A Collaborative Care Model for Perinatal Depression Support Services & Virginia Commonwealth University’s Virginia MOMS Program

INNOVATIVE COMMUNITY SOLUTIONS:
Appalachian Perinatal Mental Health Alliance – An MMH Community Coalition

INNOVATION IN POLICY AND ADVOCACY:
Maternal Mental Health NOW – California’s Comprehensive MMH Bill Package

NEWS HIGHLIGHTS

2020mom.org/innovation-awards/

The Maternal Mental Health Story Bank Helps Foster Connection and it’s Exactly What New Moms Need
Romper – June 24

Drug Overdose and Suicide are Leading Causes of Postpartum Death
Scary Mommy – August 30

7 Suicide Prevention Nonprofits & Organizations To Support On World Suicide Prevention Day
Romper – Sept 10

Mom◆ CONGRESS◆ in the News:

At Mom Congress, America’s Mothers are Making Their Voices Heard
Motherly – May 3

IMPACT REPORT 2019 | 2020Mom.org