



# FBLA March of Dimes Guide



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**MARCH OF DIMES**

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# 1/10

*babies are born  
prematurely in the  
United States, causing  
complications for  
mother and child*

# 15,000,000

*babies are born  
prematurely across  
the globe annually*

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# FBLA's National Service Partner

For the past 40 years, FBLA-PBL has been a national service partner with the March of Dimes, an organization persevering to lower prematurity rates and protect the health of both newborn babies and their mothers. The March of Dimes improves maternal access to quality healthcare, pioneers research aiming to prevent premature birth, advocates for protective health policies, and spreads community awareness about this universal issue. Thank you for your interest in supporting our National Service Partner!



# Getting Started

As a national partner, FBLA-PBL initiates March of Dimes fundraisers on the national, state, and local levels. One of our most significant areas for growth relies on the participation of local chapters.

Here are some fundraising ideas your chapter can use:

- **Coin-Raising /Change Drives**
- **Silent Auctions (with items donated by local businesses)**
- **Baking Fundraisers (Bake sales, selling donuts, etc.)**
- **Walk-a-thons or 5K Races**

Local FBLA chapters can further promote the March of Dimes mission by spreading awareness around the community. Many chapters honor **World Prematurity Day** on **November 17th** by asking community members to wear purple and hosting events to share stories about prematurity.

You can find more ideas and see what some chapters have done by searching #MODFBLA on social media!

# March of Dimes Grants

All FBLA and PBL states and chapters are eligible to apply for a March of Dimes grant. Grants may not be used for equipment purchases; they are to support programming or activities to enhance our partnership with the March of Dimes. Grant applications are due by January 15 and must include a fundraising component.

As of recently, local chapters may receive grants up to **\$1,500**. State chapters may apply for grants up to **\$3,000**. Applications will be evaluated by a panel of judges and acknowledged at the National Leadership Conference.

## **It is mandatory for grant recipients to:**

- **Attend the March of Dimes Grant Funds Webinar**
- **Complete the March of Dimes Grant Fund report by March 1 of the following year.**

All grant recipients will receive a link to a mandatory report form. Grant recipients are required to complete and submit the report by March 1 of the following year. The report will describe the outcomes of the chapter March of Dimes project/fundraiser. For more information, visit [bit.ly/modfbla](https://bit.ly/modfbla) or email the FBLA-PBL Sponsors and Partners Coordinator.

# The Knorr Family's Story



*Matt, Erica, and Maddison Knorr*

On October 4, 2018, Maddison Claire Knorr was born at 23 weeks, 4 days. She weighed 1 lb 7oz. We were told the odds of her making it past a week were not in her favor. We were fearful that she would develop another brain bleed, the hole in her heart would never close, or that she would never come off the ventilator.

Maddison finally hit 2 lbs. on November 9th. We spent our first Thanksgiving snuggling in the NICU, and later that month, she was transitioned to an actual three-hour feeding schedule and gained another pound. Her existing brain bleed eventually went away, and the hole in her heart closed with medical treatment. Just as things were looking up, Maddison contracted a terrible infection and was quickly transferred to the Children's Hospital of Wisconsin in Milwaukee. My heart dropped. All we could do was watch from a distance, listening to her cry. It was the loneliest and most exhausting time in my life.

That's when I first met Angie, NICU Family Support Specialist, with the March of Dimes. She invited me to group support meetings and introduced me to the My NICU Baby app to learn more about what we were going through. At one of the meetings, we made a string of beads that showed Maddison's NICU milestones. By this time, we had been in the NICU for 62 days and experienced a lot of Micro Premie Milestones. Angie explained what every bead meant and how important they were in Maddison's NICU journey.

We spent the holidays in the NICU, and in January, Maddison turned three months old and reached 100 days in the NICU. Sadly, when her original due date of January 27th came around, she was not strong enough to come home yet.

Aside from the Prematurity part of our story, I endured a high-risk pregnancy, having three large fibroid tumors, two DVT blood clots (which caused me to have to inject myself with blood thinners twice daily), moderate kidney disease, and eventually lead to a hysterectomy and partial small bowel resection postnatal.

When we finally brought Maddison home after 144 days in the NICU, she weighed 9 lbs., 2 oz.

Since her discharge, Maddison and our family have had to overcome several obstacles, but we are taking them one day at a time. While her Micro-Prematurity will never be lost on us, it is something she may struggle with for the rest of her life. To this day, I cannot imagine the thought of having lost her or if something would have happened to me, and she'd have to grow up without a mother.



# What Your Chapter Can Do

The March of Dimes offers specialized toolkits to assist your chapter in launching an activity during Prematurity Awareness Month (PAM) in November. These toolkits are based on your organization of involvement, experience with previous toolkits, and resources needed. If you are using social media to promote or recap your event, be sure to include this in your form. As this toolkit does change, be sure to apply for each event you hold during PAM and describe your event and its needs in as much depth as possible. More information can be found at [bit.ly/modfbla](http://bit.ly/modfbla).



Hope



Remember



Celebrate

*These three icons represent three aspects of the mission of the March of Dimes.*

# What Your Chapter Can Do

In addition to the PAM toolkits, FBLA and the March of Dimes are working together to promote the Personal Care Kits. This is a fantastic activity that can get your members involved to donate items to families with children in the NICU.

Your chapter can donate:

- **Toothbrushes and toothpaste**
- **Face wipes**
- **Unscented lotion**
- **Gum or mints**
- **Small packets of tissues**
- **Travel-size deodorant**
- **Dry shampoo**
- **Chapstick**
- **Hand sanitizer**
- **Other necessary items**

The Care Kits are a year-round project; therefore, donations are not just limited to PAM in November, and chapters can easily use this project as a way to get involved with the March of Dimes. Also, donating directly to your local NICU will strengthen the connection to the March of Dimes within your local chapter.

For more information about this project, please visit [bit.ly/MOD-pck](http://bit.ly/MOD-pck).

# How YOUR Chapter Can Get Involved

March of Dimes has so many volunteer opportunities where YOU can make a difference in advocating for prematurity awareness.

Ways Your Chapter Can Get Involved:

- **Sign up to receive MOD Advocacy Action Alerts at [bit.ly/modalerts](http://bit.ly/modalerts)**
- **Volunteer at local MOD events at [getinvolved.marchofdimes.org/](http://getinvolved.marchofdimes.org/)**
- **Create or join local FBLA teams to fundraise money!**
  - **Visit [marchforbabies.org/fbla-pbl](http://marchforbabies.org/fbla-pbl) and sign up for a team**
  - **Recruit members of chapter to join your team**
  - **Fundraise and raise money**
  - **Join the walk in making the health of moms and babies a priority**
- **Connect with your local March of Dimes Market about how your chapter can take its campaign to the next level at [bit.ly/modlocalvolunteer](http://bit.ly/modlocalvolunteer)**

March of Dimes has many volunteer opportunities within the organization from committee members, event volunteers, advocates and board members. Have your chapter join TODAY to make a difference in our community.

# Notes Of Hope Project

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This activity puts together Notes of Hope for parents whose babies were born too soon, or unexpectedly. These notes can make a huge impact on the wellbeing of parents whose babies are in the Neonatal Intensive Care Unit (NICU)/hospital site due to pregnancy-related complications.

## **What Your Chapter Can Do:**

- 1. Gather cards, papers, pens, etc. or download the the template: [bit.ly/modtemplate](https://bit.ly/modtemplate)**
- 2. Write 1-5 or as many cards as you would like. It's your opportunity to make this as creative as you would like!**
- 3. Package all your chapter's notes together.**
- 4. Place the insert included inside your package and affix the label included to the outside of the package**
- 5. Mail them to March of Dimes Fulfillment Center at 9384 Main Street, Dansville, NY 14437!**

Chapters can also choose to virtually send their notecards at <https://bit.ly/modvirtualnote>.

Remember that your note has the power to empower a family who is going through difficult times. Ensure that your chapters' notes are thoughtful and considerate.

# FBLA State Officer Story



**Rebekah Robinson**  
**2019-2020**  
**Wisconsin FBLA**  
**Region 1 Vice President**

My experience with the March of Dimes goes beyond our partnership. My twin brother and I were born ten weeks premature and were in critical condition. If it weren't for the skilled medical professionals and the support from organizations like the March of Dimes, we would not be here today.

The sheer intensity of this realization is what has lit a fire in me to do all I can to give back to this organization. I mean, just think about it. Two babies die every hour in the U.S. due to premature birth complications. This is a genuine and very prominent issue that needs to be solved. The March of Dimes is fighting to do just that.

When you decide to donate to the March of Dimes, you help lower premature birth statistics and give moms and premature babies a fighting chance. When they say, "Every dime counts," it truly does! Don't just sit there, join the fight to end premature birth today!

# March for Babies and FBLA

Each year, the March of Dimes kicks off one of its largest programs, March for Babies. As an aspect of our partnership, FBLA has a customized link that gives members and chapters the opportunity to:

- **Earn a spot on the leaderboard**
- **Submit pictures**
- **Participate in community March for Babies events**

At NLC, FBLA hosts a Mini March for Babies, which can be used to inspire chapters to host one of their own. You can find a team based on geographic location, division, and chapter name, or create one of your own.

To learn more information, or to schedule your own March for Babies, visit [bit.ly/FBLA-MOD](https://bit.ly/FBLA-MOD). From this link, you can also send **e-cards**, gain access to social media **graphics**, and gain access to printable **posters** for your chapter.



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**1/7**

*of all funds from  
March of Dimes Partners are  
from FBLA*

**15,000,000**

*dollars raised by FBLA for the  
March of Dimes since  
partnership formed*

**JOIN THE  
MOVEMENT.**