

2020mom™ IMPACT Report 2018

2020Mom.org

PROVIDER EDUCATION

In partnership with
Postpartum Support International



2,217 PROVIDERS GRADUATED
 from certificate based training since 2014

MOTHERHOOD COLORWALKS LAUNCHED



RAISING FUNDS AND AWARENESS FOR MATERNAL MENTAL HEALTH

2020mom



ColorWalk™

Bringing Color Back to Motherhood.

11 WALKS RAISED \$17,353

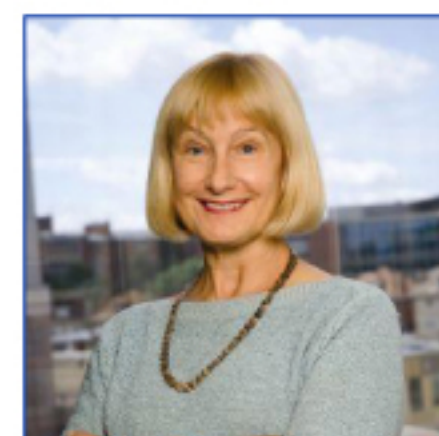
for 2020 Mom advocacy and community nonprofits

ANNUAL FORUM

February 9, 2018

593 TOTAL ATTENDEES

KEYNOTE SPEAKER



Dr. Wisner, MD

California Endowment Conference Center, Los Angeles

169 IN PERSON

24 ONLINE

~400 at 16 WEBCAST SITES IN 7 STATES

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

8

CONTRACTORS

12

INFLUENCER ADVISORY BOARD MEMBERS

GENEROUS SUPPORTERS

2018 Project Funders



AMBASSADORS

33

EARNED BADGES

280

FROM 48 STATES

INCREASE OF 40%



"I'm 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

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



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 OF THE YEAR

MILLIE & ED PAGETT

ADVOCACY CHAMPIONS



2020 Mom AMBASSADOR of the Year



IN HONOR OF THEIR DAUGHTER CHARLENE AND GRANDSON SHANE

SOCIAL MEDIA

MMH AWARENESS WEEK SOCIAL MEDIA CAMPAIGN

April 30 - May 4, 2018

Through our awareness brand:

TheBlueDot
p·r·o·j·e·c·t

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

f **700.8K** Total Reach
DOUBLED from 2017

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

i **NEW PLATFORM**
4.1 MILLION Impressions
2.5 MILLION Reach

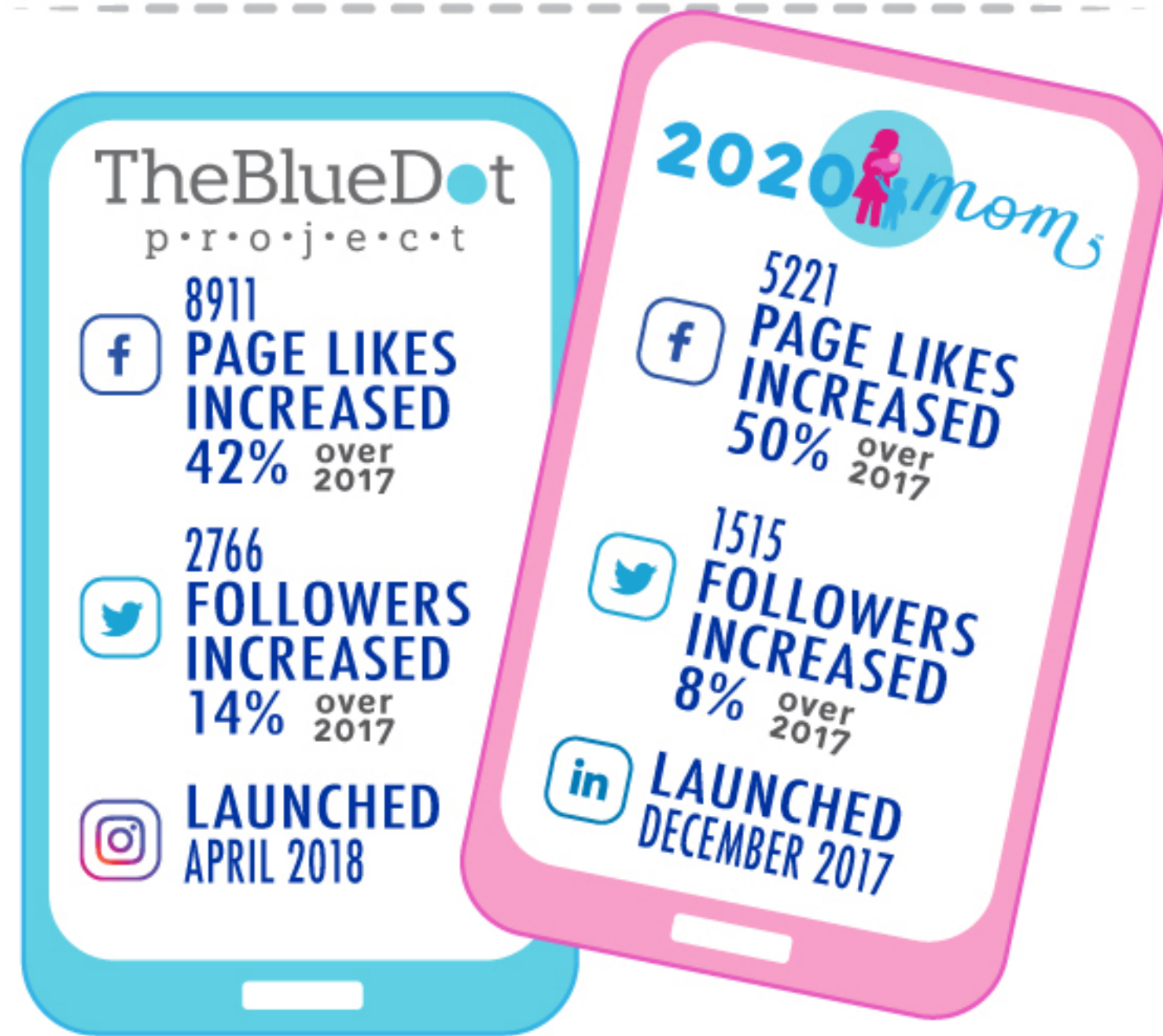
SUICIDE AWARENESS DAY SOCIAL MEDIA CAMPAIGN

September 10, 2018



HONORING MOTHERS LOST

REACHED OVER **133,000** PEOPLE



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

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)



THE STEVIE® AWARDS FOR WOMEN IN BUSINESS



AMERICANMOTHERS

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



www.2020mom.org/innovation-awards/

Funded by: ZOMA FOUNDATION

Innovative Programs in Care:

Nan Tolbert Nurturing Center: Emotional Care Home Visiting Program

Innovative Community Solutions:

Postpartum Support Virginia: Williamsburg Maternal Mental Health Coalition

Innovation in Policy and Advocacy:

Dr. Susan Feingold Psy.D & Barry Lewis, Esq., Postpartum Psychosis as a Mitigating Factor Law

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



"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