



KEY CLUB

March of Dimes Mission:

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. This mission is achieved through research, community services, education and advocacy.

Did You Know?

- March of Dimes was founded in 1938 by President Franklin D. Roosevelt.
- Before becoming the 'March of Dimes', the foundation was known as the National Foundation for Infantile Paralysis.
- Birth defects are the leading cause of death in the first year of life.
- The March of Dimes funded the development of America's Neonatal Intensive Care Units (NICU) in the 1970's.
- 1 in 8 babies is born premature. Preterm birth is one occurring before the 37th week of pregnancy.
- The Kiwanis International Family has supported the March of Dimes since the 1960's; youth members of Kiwanis held dances, car washes, and bake sales to raise funds to further research in the medical field to help reduce birth defects.
- The March of Dimes works with international partners to educate health care professionals about best practices in perinatal health and to raise public awareness about cost-effective interventions that can improve birth outcomes in countries around the globe. Find out more at marchofdimes.com/globalprograms/

Share the March of Dimes mission with your friends and club members. Recruit them to join you in the effort to ensure that every baby gets a healthy start!

What can Key Club do to help?

Before partaking in any of the following projects, please contact your March of Dimes chapter for support, resources and contact information. To find your local chapter, visit marchofdimes.com/youth and enter your zip code in the box at the top of the page.



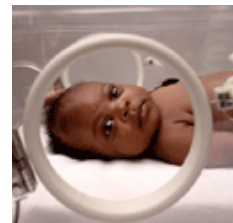
In the Fall

Make Prematurity Awareness Part of Key Club Week!



Prematurity Awareness Month

- The month of November is Prematurity Awareness Month. This is a great time to educate others about the issues surrounding premature birth. 1 in every 8 babies is born premature. Visit marchofdimes.com/prematurity for the latest information on the campaign. To learn about the latest youth initiatives for this event, visit the Activities section of marchofdimes.com/youth.
- Key Club Week occurs within Prematurity Awareness Month. Show your dedication to service by assisting at a Neonatal Intensive Care Unit (NICU). Babies that are too small or too sick to go home stay in the NICU. You can help by:
 - Preparing Parent Care Kits, which are gifts that are given to each NICU family filled with comforting and informative materials
 - Volunteering to assist in Sibling Hours, participating in crafts, storytelling and a NICU introduction for big brothers and sisters
 - Make greeting cards for new parents, including information about newborn screening and immunizations



In the Spring

March for Babies Teams

March for Babies supports research and programs to help babies in your community and across the country get a healthy start. Visit marchforbabies.org/kiwanis to sign up, then:



- Select your state.
- Choose your Key Club from the listing.
- If your club is not listed, contact your local March of Dimes office to have your club's name listed as a new team.
- Send your team page to all your members to have them sign up and join your team!
- In 2008 Key Club raised over \$115,000 for March of Dimes' biggest fundraiser. This year let's raise even more!



Time for Change

Key Club's Spring Season of service is a "Time for Change," to help find solutions to the problem of premature birth

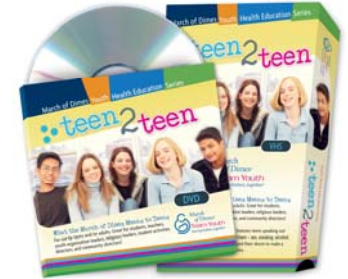
- Collect coins at your District Convention, rallies and meetings, or at schools other areas in your community
- Each box can hold up to \$100 in quarters!
- Or get bags to give to all your members.
- In 2007 \$28,921.93 was raised in this initiative alone. If just 600 people fill their boxes we could double that amount!



Want to do even more to help Year Round?

Educate Teens

- Work with the local March of Dimes Chapter to educate teens on healthy lifestyles. Contact your local March of Dimes to target schools and determine presentation topics. For an age-appropriate presentation of mission information, use the Teen-2-Teen series.
- The new Teen-2-Teen series features teens talking to each other about the March of Dimes mission and how their own involvement, behavior, and attitudes can help ensure that babies of the future are born healthy. The segments can be viewed online at marchofdimes.com/youth. You can also download the learning objectives and the curriculum. The Teen-2-Teen materials are available on VHS and DVD; for ordering information visit marchofdimes.com/youth.



Your March of Dimes resources:

- Local March of Dimes: Find by zip code at marchofdimes.com/youth
- Online: marchofdimes.com/youth and marchofdimes.com
- National Youth Council: Visit the Team Youth website at marchofdimes.com/youth and click on "National Youth Council"
- National Youth Program staff at teamyouth@marchofdimes.com

