

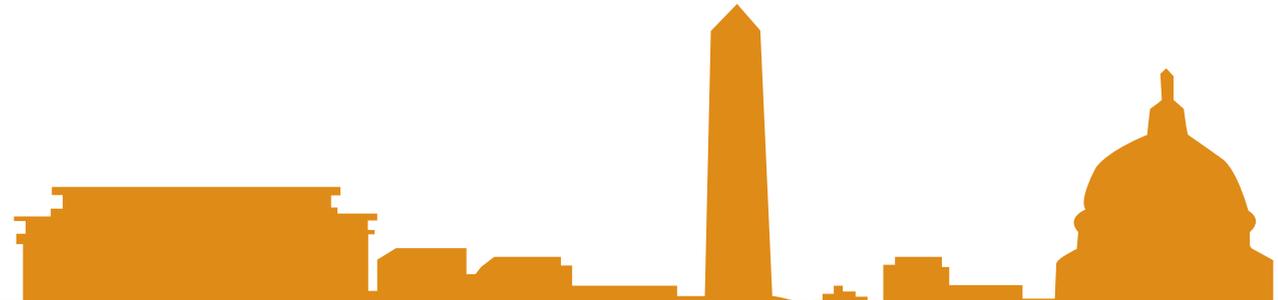
ANNUAL REPORT 2009

AMERICAN COLLEGE of NURSE - MIDWIVES



*With Women, for a Lifetime. ®*





## ACNM IS

- The standard-setting organization for midwifery education and practice
- An advocate for safe, evidence-based maternity care made available to all American women
- A professional networking venue for midwives across the country
- A leader in global health initiatives to improve maternal and newborn care in developing countries
- A leading publisher of women's health research
- A top provider of continuing education in women's health care
- A community of public health activists

### **The voice of midwifery in America**

ACNM is the national professional association representing certified nurse-midwives (CNMs®) and certified midwives (CMs®). For a more detailed report of all ACNM activities during 2009, including those of staff, the Board of Directors, divisions, committees, and representatives to external organizations, visit [Midwife.org/annualreport.2009.cfm](http://Midwife.org/annualreport.2009.cfm).

## *OUR MISSION*

*To promote the health and well-being of women and newborns within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives.*

2009 was a year like no other. President Obama's early prioritization of health reform triggered unprecedented legislative and policy activity related to health care and an urgent opportunity to advance women's health and midwifery care.



Lorrie Kline Kaplan, CAE  
Executive Director



Melissa D. Avery, CNM,  
PhD, FACNM, FAAN  
President

We seized every opening related to women's health, primary care, and maternity care. While action on Capitol Hill stole the spotlight, legislation was just the tip of the iceberg. We allocated resources toward government relations and health policy activities to ensure our members a seat at the table. We dramatically increased our presence on quality improvement activities and became active participants in coalitions and multi-stakeholder initiatives in order to advance a broad agenda. By year-end, significant progress was made in expanding women's access

to quality care, gaining increased funding for midwifery education, and improving the financial viability of midwifery practice. ACNM was a key player in the transformation of maternity care in the US. This work paved the way for success in 2010.

It is important to note that ACNM's support of health reform was based on our "7 Key Principles of Health Care Reform." ACNM remained non-partisan throughout the debate, but decided early on to support reform and to work to enact the best legislation possible. Much more work will



#### ACNM Board Of Directors

Front Row, L-R: Tanya Tanner, CNM, MS, MBA, Treasurer; Dawn Durain, CNM, MPH, FACNM, Vice President; Melissa D. Avery, CNM, PHD, FACNM, FAAN, President; Holly Powell Kennedy, CNM, PHD, FACNM, FAAN, President-elect; Kate Harrod, CNM, PHD, FACNM, Secretary;

Back Row, L-R: Cecilia Jevitt, CNM, PHD, Region III Representative; Candace Curlee, CNM, MS, Region VI Representative; Kathryn Osborne, CNM, MSN, Region IV Representative; Heather Swanson, CNM, APRN, FNP, IBCLC, Region V Representative; Linda Nanni, CNM, MSN, Region I Representative; Lindsey Wilson, SNM, Student Representative; Suzanne M. Smith, CNM, MS, MPH, FACNM, Region II Representative.

be needed to address the complex issues that reduce quality and access to health care.

ACNM continues to be the leading national midwifery association working in developing countries. There is a great need to increase the quality of education and number of midwives in these countries. By year end, ACNM announced a new Division of Global Health to strengthen our members' work in global health.

ACNM must continue to respond to opportunities as they arise, while

focusing on our strategic goals: (1) strategic communications to increase the demand for midwifery care; (2) removing barriers to midwifery practice; (3) increasing the supply of midwives in the US; (4) advancing quality care; and (5) ensuring effective ACNM operations. Our vision is that midwives will attend 20% of births in the US by 2020.

By most measures, it was a year of progress. Midwife-attended births, newly certified midwives, and the number ACME pre-accredited and accredited midwifery programs are

all on the rise. Our long campaign for equitable reimbursement closed in on victory. The health care quality movement turned its sights to maternity care, and a shortage of primary care providers offered countless opportunities to offer CNMs and CMs as part of the solution. An impressive body of research validates the efficacy of midwifery practice.

We anticipate a multitude of opportunities for midwives to advance the future of women's health care worldwide. ACNM and its members are ready to embrace that future.



Midwifery was featured in CNN.com, *Essence*, *Fit Pregnancy*, *The New York Times*, *Orange County (CA) Register*, *Pregnancy Today*, and more.

## STRATEGIC COMMUNICATIONS

Building awareness of midwifery in the United States is a primary goal for ACNM. While we market midwifery to a variety of audiences—legislators, policymakers, health system administrators, and health insurers—members have indicated that our number-one priority should be raising consumer awareness. Many women are simply unaware of the maternity and primary care services provided by the midwifery model of care—a model characterized by personalized, preventive, evidence-based care.

### **PUBLIC EDUCATION PROJECT MOBILIZES MEMBERS**

Thanks to continued funding of the Public Education Project (PEP) by the A.C.N.M. Foundation, Inc., 2009 was a year of mobilizing members with midwifery marketing tools.

ACNM unveiled the Ambassador Toolkit—a members-only packet of sample pitch scripts, template news releases, and customizable core messages for working with the media. Distributed at the 54th ACNM Annual Meeting & Exposition in Seattle and accessed by more than 1000 visitors at [Midwife.org](http://Midwife.org), the kit is a central component of our communications plan.

For the second consecutive year, ACNM partnered with the US Postal

Service to release midwifery-themed stamps. The stamp features the artwork of ACNM Midwifery Art Contest winner Kelly Moyer, and exposes thousands of people to a positive midwifery image. Proceeds support the PEP campaign.

We wrapped up the year by releasing [DeliverMyBaby.org](http://DeliverMyBaby.org), a high-impact online quiz that helps expectant parents find their ideal maternity care provider. In addition to promoting midwifery, [DeliverMyBaby.org](http://DeliverMyBaby.org) helps members build their clientele.

### **MIDWIVES SHARE WITH WOMEN THROUGH SOCIAL MEDIA**

ACNM continued to delve into social media, connecting with members and consumers alike. In preparation for the flu season and potential rise in cases of H1N1 influenza, Director of Professional Practice and Health Policy Tina Johnson, CNM, MS, participated in a [www.flu.gov](http://www.flu.gov) webcast with other reproductive health experts to inform pregnant women about flu prevention.

The ACNM Facebook page ([facebook.com/acnmidwives](http://facebook.com/acnmidwives)) now has more than 2000 fans. We also started a Twitter page at [twitter.com/acnmidwives](http://twitter.com/acnmidwives) and a blog, [Midwife](http://Midwife.org)

Connection, at [Midwife.org/blog](http://Midwife.org/blog). The blog helps bring the voice of the midwifery community to online conversations about maternity care and women's health. Since its launch in April, the blog attracted nearly 13,000 visitors. The ACNM Web site, [Midwife.org](http://Midwife.org), is one of the top visited sites on midwifery, with more than 30,000 hits per month.

### **NATIONAL MEDIA SPOTLIGHTS MIDWIFERY**

With the financial support of the A.C.N.M. Foundation, ACNM made more than seven million media impressions in 2009. Midwives and midwifery appeared in CNN.com, *Essence*, *Fit Pregnancy*, *The New York Times*, *Orange County (CA) Register*, *Pregnancy Today*, and more. For links to national coverage, visit [Midwife.org/midwives\\_in\\_news.cfm](http://Midwife.org/midwives_in_news.cfm).

**Future Focus:** ACNM will build on its consumer-focused communications to launch new initiatives that help members explain the evidence-based foundation of midwifery to the rest of the health care community.



## REIMBURSEMENT EQUITY AND PRACTICE AUTONOMY

National health reform received unprecedented attention in 2009, so the year required a significant focus of ACNM resources on federal legislation. We tackled every aspect of midwifery advocacy, including grassroots mobilization, participating in policy events, monitoring dozens of bills, developing and disseminating policy papers, and building alliances. Guided by our “Seven Key Principles for Health Care Reform” and our federal legislative and regulatory agendas, ACNM ensured that our voice was heard and that our members and the women and families we serve were well represented.

### **MIDWIVES WORK TOWARD MEANINGFUL HEALTH REFORM**

Midwives have worked tirelessly toward achieving equal pay for equal services under Medicare. In 2009, for the first time in nearly 20 years of advocacy on this issue, legislation that would increase the CNM reimbursement rate from 65% to 100% of the Medicare provider fee schedule passed in the House and the Senate. This pushed us closer than ever to achieving our goal and set the stage for the bill to become law in 2010. This historic achievement was made possible by a grassroots movement of midwives and their supporters, mobilized by the Government Affairs

Committee (GAC), the Midwives Political Action Committee (PAC), and the ACNM Government Relations staff.

Throughout the year, ACNM endorsed more than 10 pieces of legislation that would improve access to midwifery and benefit women’s health. We continued our efforts for federal recognition of CMs, payments for freestanding birth centers, and recognition of CNMs/CMs as primary care providers. We co-hosted a congressional briefing on midwives’ role in primary care and attended high-profile events, including a joint roundtable discussion on primary care and health reform with the White House Office of Health Reform; and a White House event with First Lady Michelle Obama on the importance of health care reform for women and girls. We also actively participated in coalitions supporting minimal or no-cost preventive health care screenings for women, new resources for post-partum depression and graduate nursing education, new workplace standards in support of breastfeeding, and alternatives to tort reform for maternity care providers.

### **STATES CELEBRATE MAJOR ACCOMPLISHMENTS**

ACNM volunteers worked alongside



“A serious effort at comprehensive health care reform... should address medical malpractice.”  
*U.S. Senate Finance Chair Max Baucus*

**WE AGREE.**  
New approaches to medical justice would reduce costs and improve patient safety.

**FAIR**  
**SENSIBLE**  
**AFFORDABLE**

On the front lines of women’s health care, we support new approaches for medical justice.



The American College of Obstetricians and Gynecologists  
*Women’s Health Care Physicians*

AMERICAN COLLEGE  
of NURSE-MIDWIVES  
With women, for a lifetime®

ACNM and ACOG issued this joint ad in *Roll Call*, a popular Capitol Hill newspaper read by most members of Congress.



ACNM met with Mary Wakefield, director of the Health Resources and Services Administration

staff to remove unnecessary practice restrictions that create barriers to midwifery care. Kansas members celebrated a rule change that allows CNMs to provide independent diagnosis, and to develop and manage the medical plan of care. Hawaii members celebrated mandated insurer recognition of CNMs as primary health care providers. For a complete overview of state developments, visit [Midwife.org/annualreport2009.cfm](http://Midwife.org/annualreport2009.cfm).

**Future Focus:** ACNM membership approved new bylaws in 2008 that will create a network of one affiliate per state to help our organization be more effective on state issues, which strongly impact midwifery practice.



Students, nurses, and career changers attend the free interactive event, Become A Midwife Forum.



Columbia University midwifery students won the 2nd Annual Become a Midwife Video Contest.

## INCREASING THE SUPPLY OF CNMs/CMs

It is clear that more midwives are needed to meet the maternity and primary care needs of women. ACNM's ambitious goal is to ensure that 1000 midwives will be certified each year by 2015—a threefold increase from current numbers. ACNM is pursuing several prongs of activity to support this goal.

The number of midwifery education programs remained stable at 38, and planning was underway for three new programs. At 325 in 2009, the number of newly certified CNMs/CMs rose for the second year in a row. A cost-benefit analysis of midwifery education was published in the September-October issue of the *Journal of Midwifery & Women's Health*, clearly demonstrating that the benefits outweigh the expenses incurred by students, academic institutions, clinical sites, and taxpayers.

Increasing funding for midwifery education is one of ACNM's top federal legislative priorities, and we were very successful in this arena. The American Recovery and Reinvestment Act, included \$500 million for health care professional training, including \$300 million for National Health Service Corps loan repayment and scholarship programs. The remaining \$200 million consisted of direct funding to educational programs, including midwifery programs, to increase the supply of health care professionals.

**INCREASING THE NUMBER OF MIDWIVES**  
ACNM provides ongoing resources to build interest in midwifery careers. The 2nd Annual Become a Midwife forum was held at the ACNM 54th Annual Meeting & Exposition in Seattle. This interactive career event was open to the public.

ACNM continued its work to increase state and federal recognition of CMs, which will attract more individuals to become CMs. We are also reaching nursing students by attending the National Student Nurses Association conference and providing resources for midwives who teach undergraduate nursing students.

### **ADDRESSING THE SHORTAGE OF CLINICAL SITES**

Preceptors are the life blood of education, and ACNM has scaled up efforts to support preceptors and identify solutions to current shortages, which limit midwifery program enrollment in some regions. A Division of Education survey provided information about fair compensation and tools needed for success. ACNM advocated for federal resources for preceptors in 2009 and has begun offering a free preceptor workshop each year at the Annual Meeting & Exposition.

### **MAINTAINING HIGH STANDARDS FOR MIDWIFERY EDUCATION**

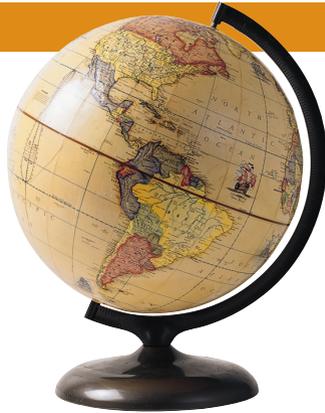
CNM/CM education programs are accredited by the Accreditation Commission for Midwifery Education (ACME), an autonomous body within ACNM that has been recognized by the US Department of Education since 1982. As we strive to increase the number of midwifery graduates, ACME remains committed to ensuring that the highest quality standards are in place for midwifery education and continuing professional competencies. In 2009, ACME completed its regular five-year revision of the Criteria for Programmatic Accreditation, which is available at [Midwife.org/acme.cfm](http://Midwife.org/acme.cfm).

ACNM continued representing members at meetings with the Advanced Practice Registered Nurses (APRN) Alliance and conducted a teleconference for midwifery leaders about the new "Consensus Model for APRN Regulation: Licensure, Accreditation, Certification, Education" and its potential impact on midwifery education. The Division of Education has initiated a task force to develop competencies for doctoral study, as many programs are now offering the Doctor of Nursing (DNP) degree.

**FutureFocus:** Plans are underway to establish a preceptor database that will facilitate communication between preceptors and students.

## GLOBAL OUTREACH

ACNM is strongly committed to reducing maternal and neonatal mortality worldwide. Thanks to generous outside funding, the Department of Global Outreach (DGO) had an active, productive year. An anonymous donation of \$2 million helped establish an 18-month program to support midwifery education in Cambodia and Ghana. The University of Michigan and Emory University provide periodic technical assistance for the program.



Throughout 2009, DGO continued outreach in Afghanistan, Albania, Pakistan, and Tanzania through USAID-funded programs. The department also helped Project HOPE identify midwife volunteers for missions in Ghana and Vietnam.

### EXPANDING THE REACH OF ACNM RESOURCES

DGO focused significant effort in 2009 on scaling up Home Based Life Saving Skills (HBLSS), a family-focused, community-based program that aims to reduce maternal and neonatal deaths. ACNM collaborated with the CORE Group to prepare their member organizations to include HBLSS in their programs. To promote networking, DGO launched a Facebook page devoted to HBLSS. Revisions to the HBLSS manuals are in progress and scheduled to be completed in 2010.

ACNM offered its first-ever US-based Life Saving Skills (LSS) training course. First developed in 1989, the LSS manual and training program encourages an expanded role for midwives in recognizing and responding to life-threatening emergencies. Efforts are underway to offer an online version.



### MEMBERS EXPRESS INTEREST IN INTERNATIONAL WORK

Nearly 1700 members responded to a survey on attitudes about ACNM's participation in global programs. More than 95% agreed that ACNM should be involved in international work, 89% wanted ACNM to offer programs to help members expand international health knowledge and skills, and 4% were interested in becoming involved.

**FutureFocus:** DGO collaborated with the ACNM International Health Committee and the Division of Research to gain board approval for an ACNM Division of Global Health. This division will help coordinate the global work of members and staff.

Supporting high-quality maternity care and women's health services by midwives is part of ACNM's fundamental mission. While health reform drove much of our work, we participated in an equally important groundswell of activity focused on improving the quality of health care services by promoting standardized quality measurement and evidence-based practices.

### IMPROVING OUTCOMES FOR WOMEN AND INFANTS

Throughout the year, the quality movement really began to take hold in maternity care and women's health. ACNM put a high priority on securing member participation in every opportunity that came our way. Thanks to perinatal care measures endorsed by the National Quality Forum, the Joint Commission endorsed five perinatal quality measures, and health systems began holding providers accountable to these measures—with positive results for women and infants in the form of reduced cesarean sections and preterm birth rates. ACNM had a voice in these decisions and in parallel initiatives underway at the National Committee for Quality Assurance and the American Medical Association Physicians Consortium for Performance Improvement. We were proud co-sponsors of the Childbirth Connection symposium, "Transforming Maternity Care: A High Value Proposition," and the March of Dimes Symposium on Quality Improvement to Prevent Prematurity.

### ENSURING HIGH STANDARDS

ACNM supports high standards for midwifery education and certification. Our 2009 position statement, "Midwifery Certification in the United States," clarified the College's support of laws and regulations that include:

- Successful completion of a formal education program accredited by an agency recognized by the US Department of Education,
- Successful completion of a national certification exam in midwifery,
- Successful completion of regular recertification/continuing education,
- A scope of autonomous practice, recognized by law or regulation, that is consistent with the content of the education process and certification exam,
- Governance of health care that supports seamless access to and collaboration with qualified health care professionals and institutions within the health care system.

This position formed the basis for ACNM's decision not to support federal recognition of certified professional midwives (CPMs), the majority of whom have not completed an accredited educational program (#1 above). ACNM continues to work to find common ground with our midwifery colleagues who are not CNMs or CMs in the interest of increasing access to high-quality maternity care.

In December, the Board of Directors approved Division of Standards

and Practice (DOSP)-recommended changes to the "Standards for the Practice of Midwifery." The changes reflect the current practice guidelines and increase the efficiency of maintaining records for expanded scope of practice. A group was formed to work on guidelines for re-entry to midwifery practice.

### EVIDENCE-BASED RESEARCH AND CLINICAL RESOURCES

ACNM publishes evidence-based research, professional resources, and continuing education materials for the clinical community. The *Journal of Midwifery & Women's Health (JMWH)* now has more than 45 "Share With Women" patient education handouts, including six Spanish translations. In 2008, as indexed in *Journal Citation Reports*, *JMWH* achieved a high impact factor, ranking the publication second among maternal-child health journals in the nursing category.

The ACNM 54th Annual Meeting & Exposition—the College's premier event for midwives and other women's health professionals—offered more than 100 education sessions and 30 hours of continuing education units (CEUs). ACNM completed a comprehensive review of our CEU policies and practices to ensure that ACNM-approved CEUs meet exceptional standards and eliminate the potential for conflict of interest. ACNM will begin implementation of these policies in 2010.

**FutureFocus:** Beginning in 2010, members can earn continuing education online in the ACNM Live Learning Center. Thanks to the work of the DOSP, we will also be issuing clinical bulletins on intermittent auscultation, standardized nomenclature for electronic fetal monitoring, care for women at risk for preterm labor, and group B strep.



## ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY

Maintaining a financially sound, efficient organization is key to supporting our mission and our members. Senior management transitions and passage of new bylaws in previous years paved the way for changes on virtually every level of the organization. Designed to strengthen our organization and our responsiveness to members, these include:

- In 2010, an ACNM affiliate will be incorporated in every US state and territory and the uniformed services. (Local chapters can continue to exist within the affiliates.)
- Investment in an association management software system will streamline national office operations and improve member access to up-to-date information.
- One feature will allow ACNM to collect national membership dues as well as affiliate dues, which will be rebated in full to the affiliate.
- An in-depth evaluation of member feedback on the ACNM Annual Meeting & Exposition inspired significant changes that will enhance the quality of the program, improve vendor contracts, and modernize the meeting. After a rigorous vetting process, ACNM selected Courtesy Associates, one of the nation's premier meetings management companies, to manage the event.
- We assessed and updated ACNM continuing education programs and policies to enhance our standards and reduce the risk of conflict of interest.
- The ACNM Board of Directors expanded to include President-elect Holly Powell Kennedy, CNM, PhD, FACNM, FAAN, and Lindsey Wilson, SNM, as the first student representative.
- We launched a new column in ACNM's quarterly newsletter that announces committee and division positions to ensure equal opportunity for participation.

**FutureFocus:** Next, we will begin working to improve the ACNM Web site, Midwife.org. Look forward to a more interactive site with a user-friendly organization scheme.

### MEMBERSHIP FIGURES

	Dec 07	Dec 08	Dec 09
Active	4572	4689	4568
Active-First Year	258	218	217
Active-Life	196	196	194
Active-Supporting	746	744	710
Student	613	672	671
<b>Total</b>	<b>6385</b>	<b>6519</b>	<b>6360</b>
Associate	78	82	104

### ACNM INDUSTRY PARTNERS

Through membership in the Industry Partner Program, these companies exhibit their commitment to midwifery and the advancement of the ACNM mission. Learn more at [Midwife.org/industry\\_partners.cfm](http://Midwife.org/industry_partners.cfm).

<b>HOLOGIC</b>	<b>Ther-Rx CORPORATION</b>
<b>CORD BLOOD REGISTRY</b>	
<b>CONCEIVEX, INC.</b>	<b>BAYER HEALTHCARE</b>

**THE ACNM FINANCE AND AUDIT COMMITTEE**  
**Treasurer:** Tanya Tanner, CNM, MS, MBA  
**Immediate Past Treasurer:**  
 Claire Westdahl, CNM, MPH, FACNM  
**Board Representatives:** Linda Nanni,  
 CNM, MSN, Kate Harrod, CNM, PhD, RN,  
 APNP, FACNM  
**Appointed Financial Advisor:** Joan Slager,  
 CNM, DNP, CPC, FACNM

## FINANCIALS

A Wells Fargo economist said it best: “Financial forecasting for 2009 has been likened to sailing on stormy seas. Fiscal Year 2009 required constant adjustments to changing winds, currents, and the occasional hazard. We believe that most of the storm has passed, and that our ship continues to improve against fierce winds for a sound recovery and a new course.” For professional membership associations, the fierce winds of 2008 and 2009 constrained revenue growth from membership dues, meeting attendance, and corporate support, and pummeled investment accounts.

Despite the troubled world economy, ACNM is financially stable and recovering from the challenges of 2008. ACNM’s operating revenues in 2009 were up 11% compared to 2008. Revenues exceeded expenses—resulting in a net operating gain of \$189,000. This is primarily attributed to a \$2.1-million private foundation grant to ACNM’s Department of Global Outreach, strong publications sales, and the transfer of ACNM’s Continuing Competency Assessment

(CCA) program to the American Midwifery Certification Board.

MorganStanley/Smith Barney continued to serve as our investment firm and advisors. The firm associates work closely with the Finance and Audit Committee to ensure that reserve funds are invested in alignment with the College’s financial policies. All investors were searching for “comeback” earnings in 2009, and ACNM was fortunate to recover 79% of our 2008 investment losses. We ended the year with net assets of \$2.6 million (a net gain of \$835,000), thanks to strong returns on both short- and long-term investments. ACNM remains committed to safeguarding the College’s investments by adhering to financial policies designed to maximize returns over the long-term.

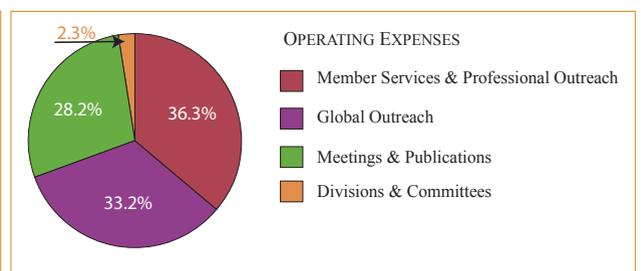
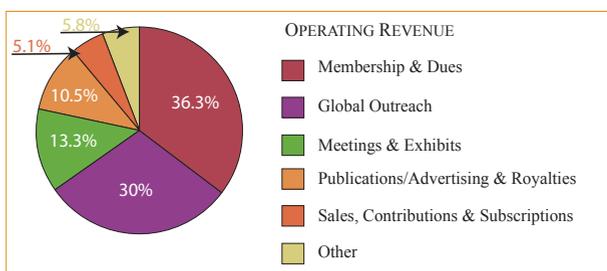
In 2009, approximately \$3.3 million (67% of our total expenses) was used to provide core member services such as professional practice programs and resources; legislative, regulatory, and health policy advocacy; promotion of midwifery; and

individual member assistance.

ACNM’s 2010 balanced budget continues support for these core activities and invests in technologies to gain efficiencies and better support our members and affiliates. We have implemented new revenue opportunities consistent with our mission and are financially sound to pursue our mission.

Finally, it must be noted that the financial position of the College is positively impacted by the dedicated members who serve on divisions, committees, task forces, and other volunteer positions. Our financial statements do not reflect the countless hours worked by our members without compensation, which provides tremendous value to our organization. We applaud our members for their continued commitment to women’s health, midwifery, and ACNM.

ACNM’s 2009 audited financial statements are accessible to members at [Midwife.org/about.cfm](http://Midwife.org/about.cfm).





AMERICAN COLLEGE OF NURSE-MIDWIVES  
STATEMENT OF FINANCIAL POSITION  
DECEMBER 31, 2009  
ASSETS

2009 CURRENT ASSETS	
Cash &	
Cash equivalents	496,559
Investments	3,195,820
Accounts &	
Other Receivables, net	620,149
Prepaid expenses	188,725
Inventory	59,637
<b>Total Current Assets</b>	<b>4,560,890</b>

PROPERTY AND EQUIPMENT	
Equipment	366,985
Furniture	130,076
Less, accumulated depreciation	(397,212)
<b>Property and Equipment, Net</b>	<b>99,849</b>

OTHER ASSETS 19,226

**TOTAL ASSETS 4,679,965**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
Accounts payable	173,763
Accrued salaries and benefits	128,404
Deferred membership dues	1,287,973
Other deferred revenue	290,077
<b>Total Current Liabilities</b>	<b>1,880,217</b>

OTHER LIABILITIES	
Deferred rent expense	178,833
<b>TOTAL LIABILITIES</b>	<b>2,059,050</b>

NET ASSETS  
UNRESTRICTED 2,791,182

**TOTAL LIABILITIES & NET ASSETS 4,850,232**

AMERICAN COLLEGE OF NURSE-MIDWIVES  
STATEMENT OF ACTIVITIES FOR THE YEAR  
ENDED DECEMBER 31, 2009

2009 OPERATING REVENUE	
Membership Dues	1,813,588.00
Global Outreach programs	1,542,438.00
Meetings and exhibits	684,617.00
Publications	360,421.00
Advertising & Royalties	179,807.00
Product sales	121,594.00
Contributions and sponsorship	140,897.00
Accreditation	59,274.00
Continuing Competency	
Assessment	156,750.00
Continuing Education Division	16,175.00
Subscriptions	41,175.00
Interest	141.00
Other	25,635.00
<b>Total Operating Revenue</b>	<b>5,142,512.00</b>
	-

OPERATING EXPENSES	
Member services	739,031.00
Professional Practice & Health Policy	1,058,143.00
Global Outreach programs	1,645,839.00
Meetings	887,373.00
Publications	507,845.00
Divisions and committees	115,047.00
<b>Total Operating Expenses</b>	<b>4,953,278.00</b>

CHANGE IN NET ASSETS  
FROM OPERATIONS 189,234.00

OTHER CHANGES IN NET ASSETS  
Gain on Investments 645,903.57

**TOTAL CHANGE IN NET ASSETS 835,137.57**

NET ASSETS,  
BEGINNING OF YEAR 1,956,044.44

**NET ASSETS, END OF YEAR 2,791,182.01**

We have implemented new revenue opportunities consistent with our mission and are financially sound to pursue our mission.

## A.C.N.M. FOUNDATION

The A.C.N.M. Foundation is a 501(c)(3) organization that promotes excellence in health care for women, infants, and families through the support of midwifery worldwide. Thanks to the support of our generous donors, the Foundation funds important and innovative efforts in education, research, leadership, community, and policy that make a meaningful difference for all midwives and the families in their care. Here are just a few of this year's accomplishments.

### NEW ENDOWMENT STRENGTHENS MIDWIFERY LEADERSHIP

In honor of Frances Thacher, CNM, MS, FACNM, and her extraordinary commitment to midwifery, the Thacher family and the Foundation Board established the Frances T. Thacher Midwifery Leadership Endowment. The endowment helps midwives reach their potential as leaders, supports midwives who live with chronic disease or disability, and prepares midwives to care for those with chronic disease and disability. With matching funds from the Midwifery Business Network, the endowment provided funding for five

Thacher Leadership Fellows to attend the midwifery business leadership conference.

### PREMATURITY PREVENTION INITIATIVES EXPAND

The Foundation completed a pilot program for training clinicians to provide registered nurses (RNs) with hands-on training to perform basic clinical assessments of pregnant women who might be at risk for preterm labor and birth. The pilot resulted in six expert faculty trainers and a comprehensive program manual. In addition to the six expert trainers, more than 200 RNs suc-

#### BOARD OF TRUSTEES

Carolyn L. Geger, CNM, MS, FACNM, President  
 Diana Jolles, CNM, MSN, Vice President  
 Nancy Jo Reedy, CNM, MPH, FACNM, Secretary  
 Ellen Martin, CNM, MS, FACNM, Treasurer  
 Marsha Jackson, CNM, MSN, FACNM  
 Jan Kriebs, CNM, MSN, FACNM  
 Elaine Moore, CNM, MSN  
 Jo-Anna Rorie, CNM, MSN, MPH, FACNM  
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 Ira Kantrowicz-Gordon, CNM  
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*The Dorothea M. Lang Pioneer Award*  
 Elaine Mielcarski, MS, NP, CNM, FACNM  
 Gwendolyn V. Spears, PhD, CNM, FACNM

*22nd Annual Therese Dondero Lecturer*  
 Penny Simkin, PT  
 "The Occiput Posterior Fetus: How Little We Know"

*Excellence in Teaching Awards*  
 22 midwifery program faculty honored

*Staff Appreciation Award*  
 Fausto Miranda

*Research Focus Fellowship for Graduate Education*  
 Tanya Tanner, RN, CNM, MS, MBA

W. Newton Long Award  
 Julie Bosack, MSN, CNM

*Education Focus*  
**Varney Participant Awards**  
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 Lucy O'Connell, SNM

*Basic Midwifery Education*

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 Kari Radoff, SNM

A.C.N.M. Foundation, Inc. Memorial Scholarship  
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TUMS Calcium For Life Scholarship presented by GlaxoSmithKline  
 Jamie Meyerhoff, SNM

*Midwives of Color-Watson Scholarship*  
 Nicole Christian, SNM

*Public Policy Focus:*  
 Deanne R. Williams Public Policy Fellowship  
 Lisa Summers, CNM, DrPH, FACNM

*International Focus:*  
 Bonnie Westenberg Pedersen International Midwife Award





The A.C.N.M. Foundation is the only foundation focused specifically on supporting, documenting, and promoting the unique contributions of midwives worldwide.

successfully completed the skills training. Supported by an unrestricted educational grant from Hologic, Inc., future expansion of the program will enhance the role of midwives in reducing prematurity.

**NEW TOOLS PROMOTE MIDWIFERY**

The Foundation continued to fund the Public Education Project (PEP)—a program to raise awareness about the benefits of choosing a midwife for maternity and primary care. A number of tools were developed and made available for midwives and the public, including a postage stamp; the Ambassador

Toolkit, a do-it-yourself online media resources kit; and an interactive, online quiz, DeliverMyBaby.org, to help expectant parents find their perfect match for a care provider. See page 4 of this report for details.

**ENHANCING GLOBAL MIDWIFERY**

The A.C.N.M. Foundation is the only foundation focused specifically on supporting, documenting, and promoting the unique contributions of midwives worldwide. It has contributed to the education of midwives and traditional birth attendants by supporting printing costs for the fourth



edition of the *Life-Saving Skills (LSS) Manual for Midwives*—a comprehensive manual designed to help reduce maternal mortality.

Our programs and scholarships depend on midwifery advocates like you. To make a donation or learn more about the programs, contact A.C.N.M. Foundation, Inc. at [bgegor@acnm.org](mailto:bgegor@acnm.org) or 240-485-1850.

Rafat Jan Rukanuddin, PhD  
Director, Midwifery Program,  
Aga Khan University School of  
Nursing, Pakistan

*Special Initiatives:*  
*The Public Education Project*  
American College of Nurse-  
Midwives & Jones Public  
Affairs for  
Ambassador Toolkit,  
The US postal stamps  
project  
DeliverMyBaby.org

*Clinical Training Program for  
Intrapartum Sterile Speculum  
Examination for Intrapartum  
Nurses*  
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