

R BABY FOUNDATION'S VISION:
TO SAVE AS MANY BABIES'
LIVES AS POSSIBLE

30,000 BABIES BORN IN THE
UNITED STATES EACH YEAR WON'T
MAKE IT TO THEIR FIRST BIRTHDAY

c/o Powered by Professionals
1375 Broadway, 3rd Floor
New York, NY 10018



Real Stories

**RBABYREALSTORIES:
SHARING TO HEAL AND
EDUCATE**



Pictured Above: Liv Goldberg



"Roughly 12 hours after Liv was admitted into the hospital she stopped breathing. Liv stopped breathing a total of 6 times. She was successfully resuscitated each time and stabilized. Although she spent 9 days in the hospital, today she is a beautiful, healthy and happy baby girl." Jessica Plotnick Goldberg's inspiring story is one of many you can find on RBabyRealStories.org, a community-oriented site that gives parents or family members an opportunity to share the personal stories, photos, and videos that commemorate the life of their child. The site also educates others about their specific experiences that may help them to care for their families in the future. We at R Baby would like to encourage you to tell your child's story, to bring any ideas of improving infant healthcare to our attention, to read other people's stories and ideas, and to get in touch with parents whose stories resonated with you at RBabyRealStories.org.

To date, R Baby has raised over **\$4.5 million** and more than **90%** of every dollar spent is for grants directed to save babies' lives.



R MISSION: R Baby Foundation is the first and only not-for-profit foundation uniquely focused on saving babies' lives through improving pediatric emergency care.

R Baby Foundation is dedicated to ensuring that babies, including those in the first month of life suffering from viral infections and other infectious diseases, receive the highest quality of care and service through supporting life-saving pediatric training, education, research, treatment, and equipment.

R BABY RUN/WALK 2010

The R Baby Foundation would like to thank everyone who supported us this Mother's Day! On **Sunday, May 9th**, **over 9,000 people** came to Central Park to participate in our annual Run/Walk. It was an amazing turnout for a fabulous day complete with a kids' fun run, a family portrait station, a Nike soccer station, an assortment of Mother's Day crafts, a series of prize giveaways, and live performances by the Raggs Band and Jeffrey Soffer. Together, we raised **over \$550,000!** Your donations will help save babies' lives by funding important medical grants and advocating for a legally-mandated higher standard of care for all babies who can't speak for themselves. We would like to thank our Guardian Sponsors: Capital One Bank, Marathon Asset Management, The Sidley Austin Foundation, Citco, Ernst & Young, and NorthPoint Solutions; our Guardian Partners: Nike, Birds Nest Productions, and Forty Weeks; and our other partners and sponsors which are listed on our website at www.rbabyrunwalk.org.

Although the event was successful last year, we will not be holding a 2011 Run/Walk as we will be focusing on alternative fundraising events. Stay tuned for our next big event!

READ THIS NEWSLETTER TO

- » **Learn** how your donations are impacting pediatric emergency care
- » **Help** spread the word about upcoming events
- » **Hear** what R Baby Foundation has accomplished this year
- » **Find** out who has received R Baby's first annual Hero Award
- » **Know** how you can continue supporting the foundation
- » **Remember** the fun you had at this year's many events

VISIT rbabyfoundation.org
to learn more and donate!



A Letter From PHYLLIS & ANDREW RABINOWITZ

Dear Friends, Family and Supporters,

Over the past year, you have helped us at R Baby Foundation make tremendous strides by supporting our grant programs, attending our events, and contributing to our publicity campaigns. We've continued to raise awareness about pediatric emergency care and to make changes within the medical community to continue saving babies' lives.

R Baby has reached a pivotal point in its progression. We have raised **over \$4.5 million** during the last four years and **more than 90% of every dollar** has gone toward grants working to saving babies' lives. We have held **nearly a dozen successful events** from intimate mother and doctor gatherings to **9,000-person run/walks** in Central Park. We have also established a strong media foothold thanks to our blogging experts, social media volunteers, and press supporters. Though we've come a long way, there's still a tremendous amount of progress to be made, with infant mortality rates still hovering in the tens of thousands annually. The medical community has supported R Baby by agreeing that infant health-care is underfunded and needs to be viewed as an urgent, critical issue. Since sick babies can't speak for themselves, we must work together to ensure that each and every baby born gets his or her best chance at survival.

In the four years since we lost Rebecca, we've worked tirelessly with all of you to ensure the best care possible will be provided to infants throughout the country. We encourage you to take a moment to be proud of what we've collectively accomplished to date and to remember how thankful we are for your effort and dedication. Deepest thanks for allowing us to continue developing our important lifesaving grants as well as raising awareness about infant mortality and pediatric emergency care. Together, we can achieve the goal of saving as many babies' lives as possible.

Warmly,

Phyllis Rabinowitz Andrew Rabinowitz



In loving memory of Rebecca Ava
7/13/06-7/21/06

FUNNIEST CELEBRITY IN BALTIMORE CONTEST!

In October, R Baby's Maryland Chapter held its first event, **The Funniest Celebrity in Baltimore Contest**, at Martin's East. The First Lady of Maryland, Judge Katie O'Malley, threw out the first joke and was followed by contestants such as *MASN's* Jen Royle, *The Baltimore Sun's* Peter Schmuck, Dean of the University of Baltimore's School of Law Philip Closius, and former Deputy Director of State Luis Borunda. *WMAR's* Richard Sher carried the night as emcee, and the all-star panel of judges included Bill Stetka, Community Affairs Director for the Baltimore Orioles, comedians Alabama and Bob Somerby, *WBAL's* Deborah Weiner, and Delegate Dan Morhaim, MD.

In addition to the hysterical entertainment, guests enjoyed a deluxe meal and open bar as well as a live auction with prizes such as dinner with celebrities and fine jewelry. Larry Lancaster, the headliner, entertained the audience while the judges tallied their scores. Top honors went to Police Commissioner Frederick Bealefeld, Rabbi Mitchell Wohlberg of Beth Tfiloh Congregation, and *WBFF's* Patrice Harris, but every one of the contestants had the house in stitches as they gave their all to support one of R Baby's most esteemed grant programs. The Maryland Chapter raised **over \$50,000** that night for the Rebecca Ava Rabinowitz Diagnostic Laboratory at the University of Maryland Hospital for Children, enabling the Hospital to transfer research equipment from the laboratory to a clinical setting. Here, testing can be done with samples obtained throughout the area to identify viruses early in pediatric patients so they can be treated appropriately, adhering to R Baby's goal: saving babies' lives.



UNIVERSITY OF MARYLAND HOSPITAL FOR CHILDREN

The University of Maryland Hospital for Children has continued to make rapid strides in the detection of multiple respiratory viruses. With the assistance of the Luminex 200, identification of causative viruses can be shortened **from an average of twelve days to fewer than 48 hours**. The initial study of 529 specimens for ten respiratory viruses has been completed, the transition of the project from research to clinical use has commenced, and the department is on its way to becoming a respiratory virus reference laboratory for the state of Maryland. Their program, led by Dr. Steven Czinn, adheres to achieving R Baby's long-term goal of proving that detecting viral infections quicker will lead to better care, saving lives with the consequent decrease of unnecessary testing, medicinal errors, hospital stays, and overall costs.

In Denver, April and John Tompkin's son Everett was sick with similar symptoms to Rebecca's. The Children's Hospital in Denver conducted a rapid detection test similar to the one that R Baby is funding at the University of Maryland: they quickly detected the enteroviral virus and provided Everett with emergency care and the experimental drug Pleconil. He survived and has grown into a healthy, energetic two-year-old boy. These stories, along with many others, prove that detecting infections faster in babies can mean the difference between life and death. Rebecca's life was too short and she was not given her best chance of survival, but her legacy lives on as we continue to ensure better healthcare for thousands of babies through our national programs.

Third Year Highlights from R Life Saving Grants

PATIENT OUTCOMES IN SIMULATION EDUCATION

POISE (Patient Outcomes In Simulation Education)

continues to develop novel educational training modules that result in measurable improvements in the health outcomes of acutely ill infants and children. Led by Dr. Marc Auerbach and Dr. David Kessler, this collaborative medical education research network, sponsored by R Baby since its inception, has trained **over 550 pediatric interns**

(approximately **20% of all pediatric interns** in the country), and approximately **200 educators at 30 leading academic medical centers.**

Over 100 teaching physicians

are actively involved in the POISE community through a website, faculty train-the-trainer curricula, and monthly "expert" webinars. POISE research projects have been published and presented at international research conferences, and POISE has been accepted to present four papers at the 2011 International Meeting of Simulation in Healthcare and to conduct a workshop at the International Pediatric Academic Society conference. POISE is currently forming an oversight committee with some of the international leaders in the field which will help shape the network over the upcoming months in order to impact the maximum number of patients through a global simulation curriculum and modules that will be broadly disseminated, free of charge, to any provider caring for children throughout the world.



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GORYEB CHILDREN'S HOSPITAL AT MORRISTOWN MEMORIAL HOSPITAL

Recently, Goryeb Children's Hospital at Morristown Memorial Hospital expanded its **R Baby-sponsored Patient-and Family-Centered Care Program**, led by Dr. Walter Rosenfeld, to its Inpatient Unit, Pediatric and Neonatal Intensive Care Units, and Pediatric Emergency Departments. The **"Condition H" (H= Help)** procedure recently went "live" on both of their campuses with 24/7 communication that informs families of their ability to call a rapid-response team should they become concerned with their child's condition or care. Flyers have been posted throughout the hospitals, and nurses review "Condition H" with parents upon admission. Positive responses recorded by the Pediatric Staff Engagement Survey have **increased from 86% to 94%** demonstrating reception of Patient- and Family-Centered Care. Also, the **R You Being Heard? Program** has helped ensure families that their child's unique needs and circumstances were being taken into account and that their questions and concerns were being addressed during their ER visits.

MARIA FERARI CHILDREN'S HOSPITAL

During the past year, Maria Fareri Children's Hospital at Westchester Medical Center, a facility that serves **over one million children** in its region, continued to enhance its Hudson Valley **Emergency Departments Appropriate for Pediatrics (EDAP)** program by augmenting the offering with simulation training for infant care, developing a toolkit and guide for how hospitals can meet EDAP certification requirements, and creating guides to help parents and pediatricians discuss the choice of appropriate emergency departments. The project team, led by David Markensen, MD, has continued to recruit hospitals within the Hudson Valley (including southern Connecticut) to participate in the EDAP program and training, with plans for scaling its offering to a national level.

THE CHILDREN'S HOSPITAL IN DENVER, COLORADO: YEAR ONE SUMMARY

Earlier this year, the Children's Hospital developed a training program for EMTs focusing on pediatric airway management. Community paramedics receive one-on-one pre-simulation equipment training and capnography education, hands-on practice using an infant-sized high-fidelity mannequin, and feedback for skills including bag-valve mask ventilation, traditional endotracheal intubation technique, capnography interpretation, and novel airway techniques including the laryngeal mask airway and the King LT airway. The program should make a significant impact as it spreads R Baby's mission to properly train and educate any professional who handles a baby.

COLUMBIA UNIVERSITY MORGAN STANLEY CHILDREN'S HOSPITAL

This past year, the Columbia University Morgan Stanley Children's Hospital's **R Baby Fever in Infants Website** for emergency physicians, headed by Dr. Meridith Sonnett, was piloted on **200 physicians**. Three emergency departments adopted the R Baby guideline as their standard practice for evaluating infants with fever, and two leading Emergency Medicine Residency Training Programs incorporated the R Baby content into their educational curricula. The vast majority of trainees reported increased confidence and comfortableness in handling infants under 90 days old. This will now provide a tool to test the knowledge and competency of these emergency physicians-in-training in this key area of emergency pediatrics. Several manuscripts are in preparation for journal submission and presentation, and the program will be showcased this January at a national conference for emergency medicine doctors.

CHILDREN'S MEMORIAL HOSPITAL IN CHICAGO

Children's Memorial Hospital in Chicago has continued to advance R Baby's mission to combat pediatric infections through its **Transplant Surgery Program** by hiring an RN to seek effective treatments for extrahepatic portal vein thrombosis (EHPVT). For **more than 90% of children** afflicted with EHPVT, the Rex Shunt procedure has restored blood flow to an otherwise normal liver, relieving the devastating consequences of portal hypertension. Program director, Riccardo Superina, MD, has performed **over 100 procedures to date.**

R BABY DENVER RUN/WALK 2010

Since Corinne and Dan McMurray lost their baby Rhiannon in 2006, they have been committed to bringing R Baby's vision to Colorado. **On September 25th, 2010, R Baby's Denver Chapter** held its 2nd Annual Run/Walk to save babies' lives. The event, which saw a **100% increase** in participation from last year, **raised \$20,000** for The Children's Hospital in Denver. Channel 7's Dayle Cedars emceed and local singer-songwriter Wendy Woo performed as **over 300 supporters** gathered on the sunny fall morning to participate in the Family Fun Festival and compete in prize drawings and a silent auction. Those present also saw The Children's Hospital give an EMT training demonstration as part of a project funded by R Baby in 2009.



LINKS FOR LIFE: DRIVING OUR MISSION TO SAVE BABIES' LIVES

The **2nd Annual R Baby Links for Life Golf Classic** will be held on Friday, **May 13th, 2011** at the Broadlands Golf Course in Broomfield, Colorado. All proceeds will go to support The Children's Hospital in Denver. Please contact Corinne McMurray (corinnemcmurray@msn.com) for more information on registration and sponsorship opportunities.

R BABY ADVOCATES FOR BETTER PEDIATRIC EMERGENCY CARE

All ERs are not created equal. Your closest Emergency Room is usually best for extremely time-sensitive cases. Your closest Pediatric Emergency Room should be best to care for babies and children since the staff has most likely been trained specifically in pediatrics for a much longer time period than general practitioners. But did you know that **there is NO uniform definition or standard in the United States for separate, designated pediatric emergency care units?**

Current law provides a vague definition of a pediatric area within the Emergency Department at all hospitals including those that are licensed as "children's hospitals." There are different levels of service: one hospital may put up a sign with their existing ER staff and equipment, while another hospital may have 24/7 pediatric emergency physicians who have three additional years of training in infant care, equipment usage and medicinal prescription.

R Baby has been advocating to provide parents with better transparency regarding the differences between Emergency Rooms, particularly Pediatric Emergency Rooms. We believe parents have the right to know how to make better-informed decisions about which hospitals to take their children to. They should know, for instance, which hospitals have designated separate pediatric emergency areas and what are their staff's credentials. These details could mean the difference between life and death.

We have secured bipartisan support for S2009, a bill to create a "Pediatric Registry" in New Jersey. Senator Joseph Vitale (D-19) and Diane Allen (R-7) are sponsors of the measure which recently passed through the Senate Health and Human Services Committee on December 6th, 2010 and now heads to the full

Senate for further consideration. This is one step in R Baby's mission to ensure that every Emergency Room in the U.S. can properly diagnose and either treat or transfer a baby for the best care.

Additionally, this year, the New Jersey Council of Children's Hospitals gathered a cross-functional team of medical experts to create newly-formed guidelines of what the definition of a Pediatric Emergency Room should be. Similar to trauma centers, they are also suggesting dividing them into different levels based on the service provided. R Baby fully supports these **GUIDELINES FOR CARE OF CHILDREN IN PEDIATRIC EMERGENCY DEPARTMENTS** and seeks to have these accepted and regulated in New Jersey as well as to spread these guidelines to as many states as we can in the coming year.

Here is an excerpt from the guidelines.

"Only a hospital that meets the standards referenced below can use the term, a Pediatric Emergency Department, or any similar term or terms in advertising or marketing materials or may in any way hold itself out to the public as providing services of the type offered by Levels I and II centers."

The guidelines continue with specific standards of staffing including sub-specialty availability, hours of operation, supplies on hand, and other important distinctions of what it takes to properly care for children and babies versus adults in emergency settings. We have learned that babies are not miniature adults. Their medical needs are different and therefore these guidelines are critical in preparing for the best care for all of our future families.

Stay tuned for updates on R Baby's advocacy progress.

MT SINAI: CHANGING THE FACE OF PEDIATRIC INFECTIOUS DISEASE EDUCATION

On **December 9th, 2009** the **R Baby Pediatric Infectious Disease Symposium**, presented by the Mt. Sinai Department of Emergency Medicine, was a major success with **over 300 physicians** attending to learn about the latest breakthroughs in the handling of pediatric infectious emergencies. The symposium featured an impressive series of lecturers from leading experts in the field, as well as a simulation competition for local pediatric emergency medicine fellows. Your donations have made this important training day available not only to the physicians attending, but also to the ones viewing via webinar and to all those who access the training materials online, possibly totaling thousands of doctors who treat infants and children in emergency situations.

This year, on **Wednesday April 27th, 2011**, the **2nd R Baby Pediatric Infectious Disease Symposium** will be held at the Mt. Sinai Medical Center. This year's seminar promises to be even more successful with new speakers sharing the latest breakthroughs in the field as well as the most cutting-edge simulation practices instituted over the past year. This is a rare and much-needed educational opportunity to update emergency physicians on recent developments in the management of infectious diseases in children. We look forward to another great response from the medical community. If you know any physician who may be interested, feel free to contact Dr. Adam Vella at vellaadam@gmail.com. Please help us spread the word!



You can watch streaming video from the symposium on Mt. Sinai's MedExchange page at www.rbabyfoundation.org/medexchange.

Over the past year, **R Baby's Pediatric Emergency Fellowship Program at Mt. Sinai** has continued to develop educational initiatives in the area of infectious disease emergencies by contributing articles on infectious diseases in neonates in esteemed publications such as *Pediatric Emergency Medicine Practice*, which has **1,000 subscribers** and is accessed free of charge by 5,000 emergency medicine trainees. The project team, led by Dr. Karen Goodman - the R Baby Pediatric Emergency Medicine Fellow - has continued to establish its educational initiatives through grand rounds lectures, posters, and podium presentations across the country. A fresh manuscript on testing practices of enteroviral infections in neonates is under review for publication.



HERO award 2010 CYNTHIA ARTIN

**Honoring Inspiring and Dedicated Volunteers
Helping Us Save Babies' Lives**

In the Fall of 2006, Cynthia Artin got a call from a good friend, Rich Fleischman, asking if she could help his friends Andrew and Phyllis honor the tragic loss of their daughter, Rebecca, by developing a non-profit foundation. After speaking with Phyllis, Cynthia offered to do whatever she could to help. Phyllis' story and mission registered with Cynthia on a personal level. Ten years earlier, her sister Laura lost her son, Daniel, within the first hour of his life. For Cynthia, this call to action was in honor of Daniel's life.

Over the past few years, Cynthia has supported a growing number of R Baby projects, helping organize fundraisers, coordinate video productions, and launch adjacent web domains. However, Cynthia's most valuable contribution has been the

“Supporting the work of the R Baby team has been a great honor and continual joy,” Cynthia maintains. “I am so proud of Phyllis and Andrew and inspired by their determination to do everything they can to ensure babies everywhere have the emergency care they deserve.”

ever-growing team of talented individuals she has rallied behind R Baby's vision for improving pediatric emergency training for all doctors handling babies. Despite her extraordinary personal qualities – her diligence, expertise, and boundless energy – Cynthia believes passionately in community and interdependence. Her values parallel R Baby's own commitment to connecting compassionate people across the country.

For her continued work as a contributor, role model, and leader, our deepest appreciation and thanks.

HEDGE FUND JINGLE BALL 2010

On **December 6th, 2010**, New York's hedge fund community gathered at Covet Lounge for the industry's first Jingle Ball, an opportunity to celebrate the season and to give back.

Co-hosted by Weston Capital Management's Marcel Herbst and Marathon Asset

Management's Andrew

Rabinowitz, the sold-out event brought together 500 managers, investors, and others to support R Baby. Rabinowitz insisted that "without the incredible passion of the people involved, the progress we've made in improving pediatric emergency care would not be possible." Channel 11's Mr. G and crew also attended, continuing to show their longtime support. "R Baby is doing incredible things to ensure babies receive the highest quality of care possible," mentioned Herbst. "I'm excited so many people came together to support this important cause, and am looking forward to the continuing efforts of these new members of the R Baby family."



2010 NYC ING MARATHON

This fall, R Baby Foundation had four people run on its behalf in the NYC ING Marathon. R Baby Foundation would like to extend its thanks and support to runners Jerome Cassamata, Rich Petrilli, Mark Steidler, and Joanne Singleton for raising **\$15,000** to help the Foundation continue to save babies' lives. Last year, the Foundation had four people running on its behalf and raised over **\$18,000!**



If you are interested in representing and fundraising for R Baby by running in next year's NYC ING Marathon, please email darren@poweredbyprofessionals.com as soon as possible.

MOMPREENEURS UNITE! PRIORITIES, PASSION & COMMUNITY EVENT

In March, the R Baby Foundation hosted a round-table conversation to help save babies' lives by generating coverage for the Foundation, expanding its support network, increasing attendance at the Run/Walk, building new campaigns, establishing a social media foothold, promoting brand awareness, engendering enthusiasm for and loyalty toward the Foundation, and offering thanks for the tremendous support of the dedicated women who participated in the New York City campaign.

Julia S. Beck, Founder of FortyWeeks.com, hosted as R Baby Co-Founder Phyllis Rabinowitz discussed *Priorities, Passion and Community* with the Mompreneurs of New York, some of the city's most remarkable and influential women. Beth Feldman and Emily McKahon, founders of the enormously popular blogs RoleMommy.com and *The Motherhood*, moderated during the luncheon at which **22 of New York's top bloggers and trendsetters** participated in an open dialog about work, connection, intention, clarity, family, and the realities of mompreneurship. The distinguished panel included Nicole Feliciano (MomTrends.com), Lauren Parisier (BasqNYC.com), Kimberly Seals Allers (*The Mocha Manual*), and Brenda Berg (SciChild.com). Viewers tweeted in over 500 questions and comments, filled with stories and encouragement. The group's contagious, electric energy helped the webcast go viral.

The luncheon prompted a number of highly influential individuals, whose organizations span a range of sectors from media to manufacturing, to support, share, and enliven R Baby's vision through successful blogging campaigns, PSAs, promotional merchandise, and generous donations to the Foundation and its assortment of popular events. We at the R Baby Foundation would like to thank all of the dedicated, impactful participants who continue to amplify our message and invite all women to push, to question, to make demands in any medical or professional situation, to show tenacity, and to be their own advocates.



Pictured left to right: Beth Feldman, Lauren Parisier, Brenda Berg, Phyllis Rabinowitz, Nicole Feliciano, and Julia Beck

You are cordially invited to:

PRIORITIES, AND PASSIONS COMMUNITY

A luncheon and roundtable honoring
Phyllis Rabinowitz and the R Baby Foundation
Featuring: The Mompreneurs of New York



FRIDAY, MARCH 5, 2010
11 - 12 Mingle Hour
12 - 2 Luncheon & Round Table

The Wine Room
Todd English's Olives, New York
W Hotel, Union Square
201 Park Ave South

Come join us for this exclusive and intimate event complete
with engaging conversation, great gifts, giveaways & friends

RSVP@fortyweeks.com



WAYS TO GET INVOLVED

* **HELP us spread the word** about infant mortality and pediatric emergency care on the web by joining us at causes.com/rbaby, twitter.com/rbabyfoundation and youtube.com/user/rbabyfndtn.

* **PLAN your own fundraiser** for life-saving grants, like an event within your company or community, with proceeds going to R Baby. Email info@rbabyfoundation.org to get started today!

* **CONTRIBUTE to R Baby's next big event.** For more information about sponsorship opportunities and other ways to help, please email info@rbabyfoundation.org.

* **VISIT rbabyfoundation.org** if you are a parent wanting to learn how to prepare for your child's next hospital visit (rbabyfoundation.org/resources-3.php) or browse **R Baby's MedExchange portal** (rbabyfoundation.org/medexchange) if you are a doctor wanting to stay up-to-date with the latest developments in pediatric emergency care.

* **SHARE your story with the world** by contributing to RBabyRealStories.org, whether the outcome from a medical emergency was positive or unfortunate, your story can help others learn and heal.

* **ORGANIZE a run or walk in your area!** Our **Create Footprints™ Program** allows volunteers from all over the country to raise funds for improving infant healthcare. Funds raised in your area can be directed toward a grant program in a local hospital in your neighborhood. Contact darren@poweredbyprofessionals.com to get started today.

Can I Still Make a Donation?

Donate online at rbabyfoundation.org or fill out the form below. Please make checks payable to "R Baby Foundation".

First Name: _____ Last Name: _____

Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Donation: \$ _____ Choose a method: Cash Check AmEx Mastercard Visa

Credit Card Number: _____ Expiration: _____

Security Code: _____ Signature: _____

My company has a matching charitable donations program.

R Baby Foundation is a not-for-profit public charity recognized by the IRS under 501(c)(3).

Please detach this form and mail (with check, if applicable) to: R Baby Foundation c/o Powered by Professionals, 1375 Broadway, 3rd Floor, New York, NY 10018.