



MotherToBaby®



CASE FOR SUPPORT

Your Trusted Resource for Maternal Health





MotherToBaby®

Helping Parents Make the Best Choices for a Healthy Pregnancy and Baby



About Us

MotherToBaby is a free service that helps parents and families learn about exposures in pregnancy and while breastfeeding. We answer questions about exposures- medications, vaccines, illnesses, and even things like foods or chemicals. You can call, text, email, or chat with an expert, and we will explain what is known about the exposure. MotherToBaby also makes easy-to-read fact sheets and does studies to learn more about how different exposures can affect moms and babies. Our goal is to help parents feel less worried and make the best choices for a healthy pregnancy and baby.



Top Exposure Topics

- Vitamins and Minerals
- Cosmetics
- Allergy Medications
- Pain Relievers
- Food and Beverage
- Antibiotics
- Mental Health Medications

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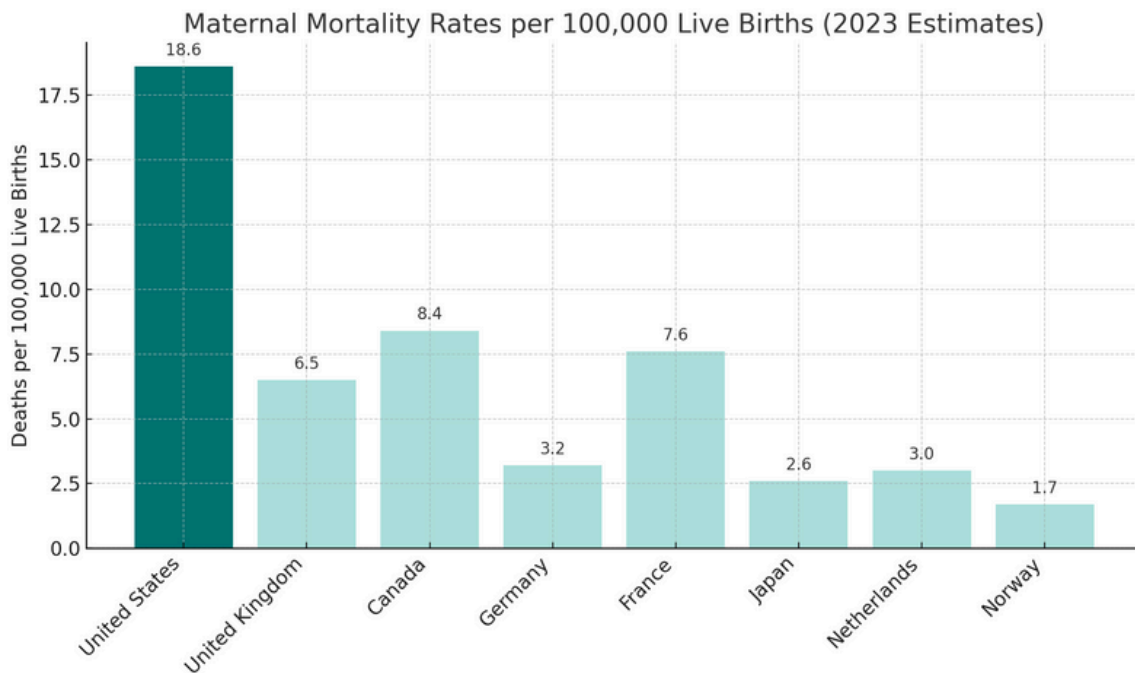
I really appreciated the ability to, one, speak to a real person, and two, get information, very quickly and in a way that felt thoughtful and thorough.

”

A RISING NEED IN A WORSENING CRISIS

MotherToBaby improves maternal health by giving pregnant and breastfeeding women trusted and evidence-based information about medications, vaccines, and other exposures. The service reduces fear and uncertainty, empowers parents to continue essential treatments, and helps prevent harmful exposures.

MotherToBaby equips families and healthcare providers with knowledge that protects maternal well-being and supports healthier pregnancies and babies.



Source: CDC Maternal Mortality Rate

Maternal health in the United States presents a concerning picture, especially when compared to other industrialized nations. The U.S. is an outlier among developed nations, with a maternal death rate two to four times higher than its peers.

Timely and accurate answers about exposures during pregnancy and lactation are more critical than ever to support healthy pregnancies.

That's where **MotherToBaby** comes in.



Trusted Answers. Healthier Beginnings.

A Critical Moment for MotherToBaby.



MotherToBaby answered over 32,000 exposure questions in 2024 alone — confidentially, compassionately, and at no cost to families. Our services are essential for preventing birth defects and improving maternal and infant health outcomes.

We ensure that every family and health care provider, regardless of income or location, receives clear, evidence-based information when they need it most.

MotherToBaby

- ✓ Confidential
- ✓ Free of charge
- ✓ Evidence-based
- ✓ Improves decision-makers' confidence

Today, the very
lifeline families
rely on is at risk.





IN 2024 ALONE

32,576

exposure questions were answered confidentially by our expert team

3.7 million

visits to the MotherToBaby website were made from parents and providers

300+

bilingual fact sheets were accessed over 2 million times

31,000

users engaged with our LactRx app, which offers information about medications while breastfeeding

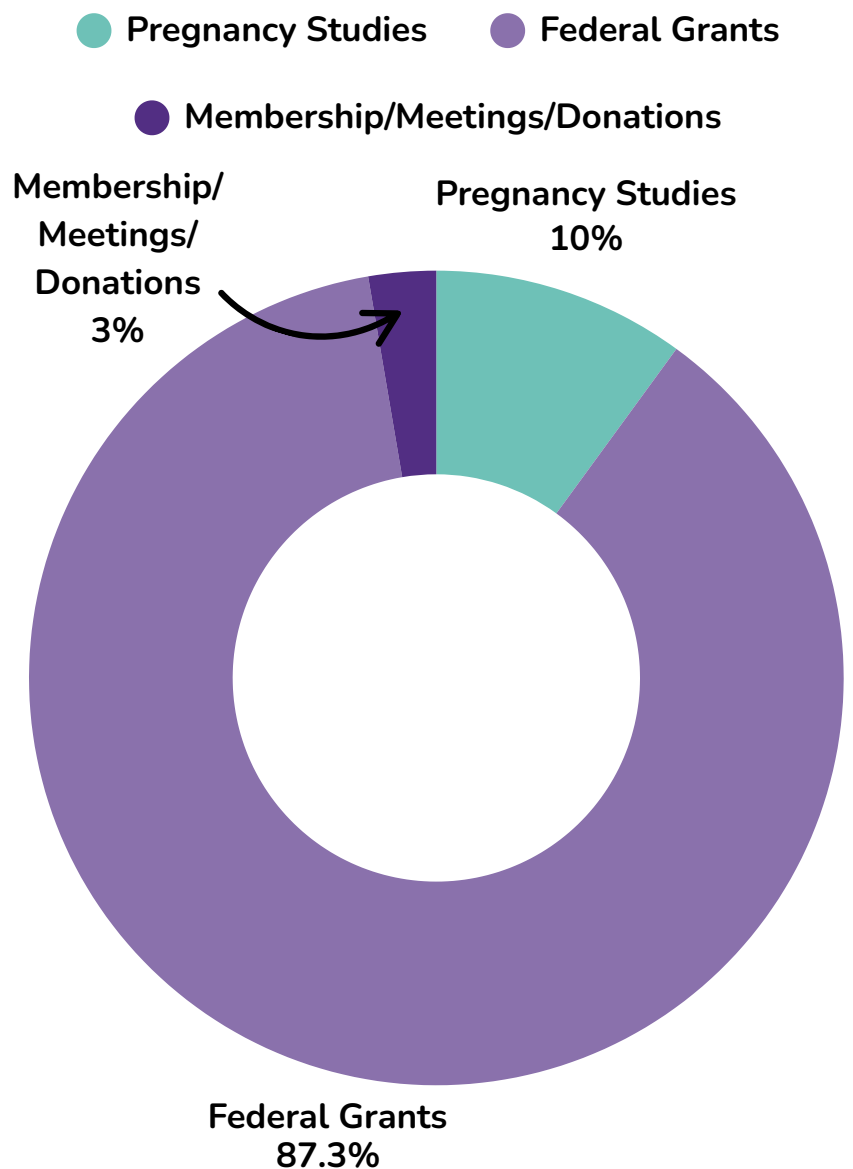
A HISTORY OF PUBLIC TRUST, A PRECARIOUS FUNDING FUTURE.

Due to the recent shifting in priorities for government funding, we face the devastating possibility of needing to cut back on our services, just as demand is surging.

Due to decreased funding, three affiliates have closed in recent years.



2024 Revenue Sources



MOTHERS AND BABIES NEED YOU

MotherToBaby: Protecting the Health of Mothers and Babies

Every day, expectant and new parents face difficult questions:

“Is this medicine safe for my baby?”

“Can I get a vaccine while pregnant?”

“Will my health condition or job exposures affect my child?”

Without clear answers, families are left worried, and some may even stop important treatments out of fear. The result can be serious risks for both mother and baby.

MotherToBaby exists to change that.

MotherToBaby specialists come from various backgrounds, including public health, genetic counseling, and nursing. Specialists receive extensive training to be able to interpret complex research and help contacts weigh risks versus benefits of different exposures.

With Your Help We Can:

01 EXPAND SERVICE

Design a MotherToBaby app, chatbot, and other digital resources.

02 CREATE RESOURCES

Increase reach through multilingual materials.

03 INCREASE ACCESS

Broaden reach to frontline health care providers serving pregnant and breastfeeding women.

04 INVEST

Train the next generation of information specialists.

Your support aligns you with one of the most respected, science-based organizations in maternal and infant health.



FAMILIES ACROSS THE COUNTRY ARE COUNTING ON US. WE ARE COUNTING ON YOU.

“ This is a great service. Gives moms like me a peace of mind when we have immediate questions. Sometimes we don't get an immediate response from our doctor or health care provider.”



“ This service helped me advise my patients with confidence and care. I now recommend it to every pregnant patient I see.”
– OB/GYN Provider



“ I will be donating to MotherToBaby routinely, as I am indebted to all of you. You have been there for scary moments when I had no other expert to consult.”



“ I have used MotherToBaby with my first pregnancy, second pregnancy, and while breastfeeding both babies. And I have the utmost respect for the organization.”





TOGETHER, WE CAN DO SO MUCH



615.649.3082



contactus@mothertobaby.org



mothertobaby.org



mothertobaby.org/fact-sheets/



Sarah Običan, MD
MotherToBaby
Florida Medical Director

“As a maternal-fetal medicine physician, I witness the uncertainty families face when exposed to medications, infections, or environmental risks in pregnancy. MotherToBaby provides clear, evidence-based guidance for parents and healthcare professionals, filling a vital gap and helping ensure the best care for mothers and babies.”