



2019 BIRTH & BABY FAIR SPONSORSHIP REPORT

THANK YOU!!



Our Mission:
to improve the
health and
wellbeing of
Richmond's
childbearing
families through
fitness,
education,
social support,
and community
engagement.

We Believe:

that pregnancy, birth, and early parenting comprise a critical life transition that has profound and long-lasting effects on mothers, babies, families, and society. Tending this transition wisely can result in significant and long-term benefits in the health of children and families.

Our Vision:

Nurture envisions a world where all families are supported through the journey of pregnancy, birth, and early parenting. Where there is easy and affordable access to trusted support, educational services and community resources so that parents raise healthy, secure children in a strong and connected community.

Our Goal:

the creation of a place-based perinatal resource center that offers education, wellness, and support services for Richmond's expecting and new families and the professionals who serve this audience. The center will serve as a hub to facilitate communication and collaboration between existing maternal/child health organizations so that we create a seamless web of support for our newest families.



2019 ATTENDANCE

A total of 978 adults attended the Birth & Baby Fair, far surpassing numbers from previous years. Attendees came from across the state and represented multiple life stages (see below). We are proud that this event continues to grow and excited to see how many families we can reach in years to come!

• Richmond City	40%	• Planning a pregnancy	7%
• Henrico	29%	• Expecting	53%
• Chesterfield	13%	• Parent to an infant < 1 years old	16%
• Hanover	6%	• Parent to a toddler < 2 years	6%
• Petersburg/Hopewell	3%	• Parent to a child > 2 years	15%
• Other	7%	• Grandparent	3%



ATTENDEE EXPERIENCE



Fast Facts:

- Over 90% of attendees who took our survey rated the overall event as **above average**.
- 90% of respondents indicated this event did an **above average job of increasing their knowledge of pregnancy related resources**.
- The majority of respondents rated the event as being **very well organized**.

What did attendees value MOST about this event?

“Every aspect of this event that I interacted with had benefit. I’m a pregnant Labor and Delivery nurse. Generally my community expects me to have the information. This event gave me so many more resources for both myself and my patients. THANK YOU.”

“I’m newly pregnant after 2 years of infertility and IVF, and as long as I’ve been waiting I still feel overwhelmed with where to start with pregnancy, so it was nice to have so many different resources in one space to help me gather some info.”

“Getting a sense of the strengths and goodness of fit with different types of providers.”

EXHIBITOR EXPERIENCE



How did the use of the Conversation Card affect your experience of the Birth & Baby Fair?

“Some people stopped by just to get a dot, which opened a door for me to start a conversation with them. Very handy!”

“More meaningful interaction!”

What did Exhibitors value MOST about this event?

“The cost was fair, the staff was very helpful, communication and planning from the committee was excellent, the other vendors were very welcoming and the customers were very engaged. Also enjoyed the option to purchase coffee and snacks.”

“This is the most organized event I have attended. We will definitely come back next year.”

Fast Facts:

- 100% of Exhibitors who completed our survey rated the overall event as **above average or excellent**
- 95% of respondents rated their ability to interact with the public as **above average or excellent.**
- 95% respondents rated Ease of Set Up as **above average or excellent.**
- 70% of respondents indicated they'd participated in the event in past years.



OUTREACH

To promote this event, Nuture created a Birth & Baby Fair webpage and a Facebook Event Page, which were shared by board members, sponsors, exhibitors, and community members. In addition to social media advertising, the event was promoted in Richmond Family Magazine, Natural Awakenings, Richmond Free Press, HulaFrog, Richmond Mom, and Urban Views Weekly. Signage on GRTC buses reached families all over the Richmond community. We placed 5,000 post cards at over 100 public locations and retail shops around the city, and added the event to multiple online calendars.

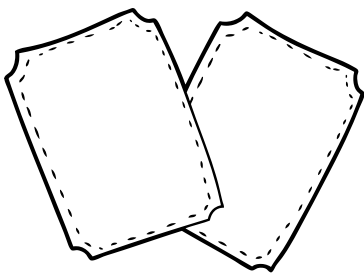


BIRTH & BABY FAIR

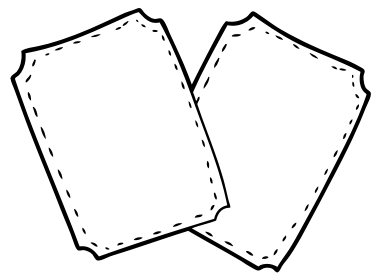
April 6, 2019 • 10 am - 3 pm • Science Museum of Virginia



Connecting you with the resources you need for pregnancy, birth and early parenting.



RAFFLE



**This year's raffle was a tremendous success!
We would like to thank all the donors whose contributions allowed us
to put together eight packages with a combined value of over \$3000!**

RAFFLE PACKAGES:

**Kid's Package
Family Package
Babymoon Package
(2) Prenatal Self-Care Packages
(2) Postpartum Self-Care Packages
Parenting Self-Care Package**

Participants had the opportunity to collect up to 50 free raffle tickets by utilizing the Conversation Cards to interact with exhibitors. This enabled all attendees to participate in the raffle regardless of income level.



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To protect the health and promote the well-being of all people in Virginia.



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Richmond Free Press

BOOMHITCH
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2019 Silver Sponsors

Brighter
Birth



allison patel
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 **HLW** images

 **Little Sunshine**
Music Studio

RVA baby

 **Embrace**
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& BIRTH CENTER

ARIYA
FAMILY
CHIROPRACTIC
CENTERS





THANK YOU!!

The Nurture RVA Birth and Baby Fair team and Board of Directors would like to thank our Sponsors, Exhibitors, and Donors for helping to make this event a huge success. We are truly grateful for your support as we work together to improve the health and wellbeing of childbearing families in the Richmond area.

Our theme this year was “**When it comes to birth, knowledge is power.**” Nurture wants families to feel empowered throughout the childbearing continuum, and to be knowledgeable about the resources available in our community. The Fair provides an opportunity for citizens to interact with multiple organizations, providers, and businesses that can assist them in having the pregnancy, birth and early parenting experience they desire.

Be sure to mark your calendars for the **5th Annual Birth and Baby Fair at the Science Museum of Virginia on April 11th, 2020!**

With much gratitude,
The Nurture RVA Birth & Baby Fair Team
Cait, Leslie, Malikah, Attiya, and Rachel





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