

**MARCH OF DIMES AND UAW**

**2023  
TOOLKIT**



# **A LABOR OF LOVE**

*Partnering to give every family a chance  
for the best possible start*



# *Celebrating 85 years of helping families together*

To our UAW family,

**On behalf of all of us at March of Dimes, I want to thank you for your commitment to our mission.** We are proud to have such a strong and long-standing partnership with UAW, dating back to 1938 when UAW joined our cause to support the dime drive launched by President Roosevelt to end polio. Since then, UAW has raised more than \$20 million to support March of Dimes. **In 2022 alone, you raised over \$301,000 for our mission!**

**For the past eight decades, UAW has been a leading partner with March of Dimes as we have found solutions to many issues threatening the health of American families.** Today, we are fighting to address the high rates of maternal and infant mortality in the U.S., and improve health outcomes for moms and babies of color, who are disproportionately at greater risk for health complications in pregnancy and birth.

**The support of our UAW family is vital to March of Dimes' mission. Through volunteering, advocacy and fundraising, your generous contributions allow us to continue to help more families and create lasting change.** Thanks to your support, we continue to provide critical resources for families, health education to professionals to improve quality of care and close the health equity gap, and scientific research to transform birth outcomes and achieve birth equity.


**Your support also helps strengthen our advocacy efforts to advance policies that prioritize the health of moms and babies.** Most notably in 2022, March of Dimes was a leading voice in advocating for the Pregnant Workers Fairness Act, which was passed as part of the FY23 Omnibus Bill, and signed into law by President Biden. This is a huge victory for the health of families in our country!

We're pleased to let you know that in 2022, we raised nearly \$22 million through March for Babies: A Mother of a Movement™ events. Additionally, we invested \$6.5 million in research to reduce rates of preterm birth, birth defects, and other maternal and infant health risks. And in 2022, we launched our Compass by March of Dimes™ app to guide families in their pregnancy journey.

**As we begin to plan our 2023 partnership activities, we look forward to working alongside our UAW family to continue to make a difference and raise critical funds for moms and babies.** In this toolkit, you'll find a variety of ways UAW members can get involved to improve mom and baby health. This toolkit also contains an overview of resources available to families to help them get the best possible start.

**Thank you, UAW, for your continued commitment to healthy moms and strong babies! If you have questions on available resources or want to discuss how your local can get involved,** please call or email your March of Dimes liaisons—their contact information is on page four of this toolkit.

With gratitude,



Karen Walker Johnson  
Interim President and CEO  
March of Dimes



**WHAT WE DO**

**YOU WORK FOR FAMILIES.  
AND SO DO WE.**

## **March of Dimes leads the fight for the health of all moms and babies.**

We are facing an urgent maternal and infant health crisis. Today, the U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color. For 85 years, March of Dimes has helped millions of babies survive and thrive. With your support, we fight to:

- End preventable **maternal health risks** and death,
- End preventable **preterm birth** and infant death,
- Close the **health equity gap** for all families.

## **We imagine a world where every mom and baby is healthy regardless of wealth, race, or geography.**

March of Dimes is the nation's leading nonprofit for mom and baby health. With support from partners like UAW, we're ensuring families can get the best possible start. With your support, we fulfill our mission through these core functions:

- **Lead research** to find solutions so every family gets the best possible start,
- **Advocate for policies** that prioritize the health of moms and babies,
- **Provide resources and innovative programs** to help moms throughout their pregnancies,
- **Educate health professionals** to improve mom and baby care and advance health equity.

Aaron Tenney is a member of UAW Local 387, whose daughter was born three months early and spent 83 days in the NICU. Today she is thriving thanks to research and support provided by March of Dimes.



# WE'RE HERE FOR UAW FAMILIES

March of Dimes provides education and support to families throughout their pregnancy journey. If you or someone you know needs services or support, we have many resources available for new and expecting families.

**March of Dimes NICU Family Support**® program offers family education, staff training on family-centered care, and an improved patient experience in sites across the U.S. **MORE >**

**Compass by March of Dimes**™ is our app supporting parents on their journey from pregnancy through postpartum by providing answers, resources, and compassion at every step. **MORE >**

**Online resources and materials** for your pregnancy and birth are specifically tailored to where you are on your journey. We're here to support you during every stage of pregnancy. **MORE >**

We offer educational and lifestyle webinars through our monthly **Healthy Moms, Strong Babies** series and our **It Starts with Mom Live!** events that lift up and celebrate motherhood. **MORE >**

Find comfort and support through our March of Dimes **online community** and stay connected with the latest information by following **@MARCHOFDIMES** on any social channel. **MORE >**

## YOUR DEDICATED TEAM

March of Dimes has a designated UAW partnership liaison who has extensive experience creating successful labor and nonprofit partnerships. Please contact us if you have questions or would like to discuss ways to get involved. **We'll help you build impactful fundraising and member engagement strategies that are right for your team**, and we'll walk with you every step of the way.



### KAYE PAGE

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Corporate Engagement  
March of Dimes

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**720-363-5998**



Members from UAW Local 551 at our March for Babies event in Chicago, 2022

# HOW YOU CAN HELP PROTECT FAMILIES

March of Dimes has many ways for UAW members to get involved with our mission as a part of your local charitable efforts, either individually or as a group. Below are some options—please **contact Kaye Page, your March of Dimes UAW liaison**, if you have questions, need assistance, or are ready to get started! Their contact information is on the previous page of this toolkit.



## FUNDRAISE

- Join or start a **March for Babies Team**. More than just a walk, March for Babies lets you lift up communities for health equity, open the door for every mom to have access to care, and protect the health of families through advocacy. **To register your team, contact Kaye** (contact details on page four) who will introduce you to your local March of Dimes staff partner.
- Engage your labor brothers and sisters in a cause close to many hearts, and make a difference together with a custom **Team Fundraising Event** of your choosing. Examples include clay sporting events, golf tournaments, auctions, and more. We can share various event ideas to inspire you. **Please contact Kaye, your labor liaison** (see page four), with questions or to get started!
- Create a **Facebook Fundraiser** to raise funds for March of Dimes.



## ADVOCATE

Add your voice to persuade policymakers to pass laws and regulations that protect the health of women, children, and families.

- Sign up for our **Advocacy Network** to join thousands of March of Dimes advocates calling for policies that help families be healthy and strong.
- Join the **#BlanketChange** movement to demand policymakers prioritize our nation's moms and babies and take immediate action to improve their health.



## VOLUNTEER

- Organize, purchase, or solicit in-kind donations for **Gratitude Gifts**. Or support our **Meals that Matter** program for health care providers who serve moms, babies, and families. Contact Kaye for more information (contact details on page four).
- Send a **Note of Hope** to a mom- or dad-to-be, to a family with a baby in the NICU, or to health care providers who ensure that moms and babies are receiving the best possible care.



# *Thank you UAW!*

**In 2022, YOU RAISED \$301,000+  
FOR MOMS AND BABIES!**

**YOUR SUPPORT MAKES A DIFFERENCE.  
OUR IMPACT IN 2022 INCLUDES:**

## **ADVOCACY**

We advocated on **14 federal legislative bills** that were signed into law to make a positive impact for at-risk women and infants. This includes postpartum Medicaid expansion now active in **28 states**, and passage of **The Pregnant Workers Fairness Act** giving workers the right to receive reasonable accommodations for pregnancy, childbirth recovery, and related medical conditions.

## **NICU INITIATIVES**

We reached more than **50K families** in 2022 through March of Dimes NICU initiatives, including our NICU Family Support® program.

## **MOM & BABY MOBILE HEALTH CENTERS®**

Bringing critical services to pregnant people where there's a lack of maternity care, March of Dimes' Mom & Baby Mobile Health Centers® provided **2,400 patients** with quality health care visits.

## **RESEARCH**

Our research to find the causes to and preventions of preterm birth, birth defects, and maternal health issues never stops, including our **five March of Dimes Prematurity Research Centers** conducting groundbreaking research into causes of preterm birth.

## **PROFESSIONAL TRAINING**

We trained **30,000+ health care providers** to identify and remedy implicit bias and educate them on the impact systemic racism has on birth outcomes and maternal mortality.

**[MARCHOFDIMES.ORG/UNION-PARTNERS](https://marchofdimes.org/union-partners)**