



**Labor
of Love**

2025 Partnership Toolkit

Partnering to give working families the best possible start





Celebrating 87 years of helping families together

To our UAW family,

As President and CEO of March of Dimes, I want to take a moment to convey our deep appreciation, on behalf of our entire organization, for your steadfast dedication to our mission. It fills us with great pride to recognize the long-standing partnership we have with UAW, a bond that began in 1938 when UAW first supported President Roosevelt's dime drive to combat polio. Since then, UAW's contributions have exceeded \$20 million, exemplifying your unwavering support. In 2024 alone, your remarkable efforts raised over \$200,000, significantly advancing our mission to improve the health of moms and babies across the nation.

For over eight decades, UAW has been an integral part of the March of Dimes family, standing with us in our commitment to tackle the many health challenges that families face. Today, our focus is on addressing the critical issue of maternal and infant health, especially within communities of color, where risks during pregnancy and childbirth are disproportionately higher. The US remains one of the most dangerous developed countries for childbirth: two women die from pregnancy-related causes each day, two babies die every hour, and one in 10 is born prematurely. With UAW's support, we can address these harsh realities and make a meaningful difference for countless working families.

The enduring support from our UAW partners is vital to the mission of March of Dimes. Your dedication, whether through volunteering, advocacy, or fundraising, empowers us to reach more families and drive lasting change. Your contributions enable us to provide critical resources, health education, community programs, support for families in the NICU, powerful advocacy, and funding for breakthrough research and clinical innovations to improve birth outcomes and promote health equity.

As we look ahead to our 2025 initiatives, we are excited to collaborate with UAW members to enhance our impact and secure essential funding for maternal and infant health. Enclosed in this toolkit are various ways UAW members can contribute to improving the health of moms and babies, along with resources designed to support your families throughout their pregnancy journey.

We sincerely thank UAW for your commendable dedication to maternal and infant health. If you need more information about available resources or have any questions about involving your local chapter, please reach out to our designated UAW/March of Dimes liaison, Kaye Page, whose contact information is on page four of this toolkit.

With gratitude.

Cindy Rahman
President and CEO
March of Dimes



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 US remains among the most dangerous developed nations for childbirth, especially for women and babies of color. For 87 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 get the best possible start. With your support, we fulfill our mission through these core functions:

- **Lead and fund 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 programs** to help moms throughout their pregnancy journey,
- **Educate health professionals and consumers** to improve health outcomes for moms and babies.

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 US. **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 specifically tailored to where you are on your journey. We're here to support you during every stage of pregnancy. **MORE >**

We offer maternal and infant health educational webinars, virtual events, and engaging stories, all that celebrate motherhood while offering vital information every mom needs to know. **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 >**



[Hear Aaron's story here](#)

YOUR DEDICATED LIAISON

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



KAYE PAGE

Senior Director,
March of Dimes

knpage@marchofdimes.org
720-363-5998



UAW Local 600 Brownstone Team Fundraiser

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! Kaye's 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 2024, YOU RAISED \$200,644
FOR MOMS AND BABIES!**

**Your support makes a difference.
Our impact in 2024 includes:**

PROGRAMS

We supported people at every stage of pregnancy and those with a baby in the NICU with programs and services to help them prepare and get care no matter who they are or where they live.

NICU INITIATIVES

We reached more than 50K families in 2024 through March of Dimes NICU initiatives, including our NICU Family Support® program.

EDUCATION

We were there for both families and medical professionals with trusted education to ensure healthy pregnancies and babies, as well as implicit bias training to expose the impact systemic racism has on birth outcomes and maternal health.

ADVOCACY

We advocated with policymakers across the political spectrum to improve maternal and infant health policies so that every mom, baby, and family has equitable access to healthcare.

RESEARCH

We addressed the multifaceted nature of the US maternal and infant health crisis. By funding innovative research that spans disciplines, we're expanding knowledge and developing tools and resources to save moms' lives and help babies thrive.

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