



**Labor  
of Love**

Partnership  
Toolkit

*Partnering to give working families the best possible start*





# UAW and March of Dimes helping families together



March for Babies Detroit

To our UAW family,

On behalf of our entire organization, thank you for your steadfast dedication to our mission and for the countless ways you continue to stand up for working families.

We are incredibly proud of our long-standing partnership with UAW — a bond that began in 1938 when UAW answered President Roosevelt’s call to support the dime drive to combat polio. Since that moment, generations of UAW members have carried this commitment forward, contributing more than \$20 million to March of Dimes. In 2025 alone, your extraordinary efforts raised \$264,081, helping us expand our reach and deepen our impact for moms and babies across the nation.

For more than eight decades, UAW has been an essential part of the March of Dimes family, standing shoulder to shoulder with us as we confront the health challenges families face. At our core, we share the same goal: ensuring every mom and every baby has the best possible start. Because of your leadership and engagement, families are getting the support they need, when they need it most.

Across the country, March of Dimes is working in communities to address today’s maternal and infant health challenges. With the United States facing a maternal and infant health crisis, this work has never been more urgent. We know these issues matter deeply to you and to the members you serve. With UAW locals beside us, we’re meeting this moment and building a healthy future for working families nationwide.

UAW locals continue to show powerful leadership by embracing the March of Dimes mission and taking action through volunteering, advocacy, fundraising, and raising awareness. Because of your efforts, we’re able to deliver vital resources, health education, community programs, NICU family support, strong advocacy, and investments in research and clinical innovations that improve birth outcomes and advance health equity.

Inside this toolkit, you’ll find ways your members can get involved and resources designed to support working families throughout pregnancy and beyond. Together, we can continue building on this legacy of care, compassion, and action that has defined our partnership for generations.

If you have questions, would like to explore available resources, or are interested in engaging your local union, please reach out to our UAW/March of Dimes liaison, Kaye Page. Her contact information is included on page 4 of this toolkit.

With sincere thanks,

**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.**

The U.S. is among the most dangerous developed nations for childbirth, particularly for women and babies of color. Since 1938, March of Dimes has helped millions of babies survive and thrive. With your support, we're working 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, gender, sexual orientation, or geography.**

March of Dimes is the nation's leading nonprofit for mom and baby health. With support from partners like UAW, we're helping families have full-term pregnancies and healthy babies. 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 journeys
- **Educate health professionals and consumers** to improve health outcomes for moms and babies

# We're here for UAW families

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



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.

 [Watch Aaron's story here](#)

**March of Dimes NICU Family Support**<sup>®</sup> 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**<sup>™</sup> is our app supporting parents on their journey from pregnancy through postpartum by providing answers, resources, and compassion at every step. [More >](#)

Our **It Starts With Mom** campaign offers health education through virtual events, micro moments, and engaging stories that celebrate and lift up the motherhood journey. [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 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**

Associate Vice President of Labor and Retail Engagement  
March of Dimes

[knpage@marchofdimes.org](mailto:knpage@marchofdimes.org)  
**720-363-5998**



## March of Dimes Facebook Community

This community is a safe place to have conversations and seek advice and support when you have a child in the NICU, are looking for postpartum support, and more. Join our group to find and build relationships with families and parents that are or have gone through similar experiences.

[More](#)



## News Moms Need

This blog is dedicated to news moms and moms-to-be need to know to support you at every stage of your pregnancy.

[More](#)



## March for Babies

Our signature event, March for Babies is the nation's oldest charitable walk, and March of Dimes' largest fundraiser, with a powerful legacy of helping moms and babies and bringing people together through events across the country and online. Families, friends, and co-workers can connect while raising critical funds for research, education, advocacy, and programs and services so families can get the best possible start.

[Find a walk near you at marchforbabies.org](http://marchforbabies.org)



## Did you know that a low-dose aspirin can reduce preeclampsia?

Through our Low Dose, Big Benefits™ campaign, we're raising awareness for health professionals and those at risk of preeclampsia that taking low-dose aspirin (also called baby aspirin) throughout pregnancy can provide big benefits, giving moms and babies the healthy start they deserve.

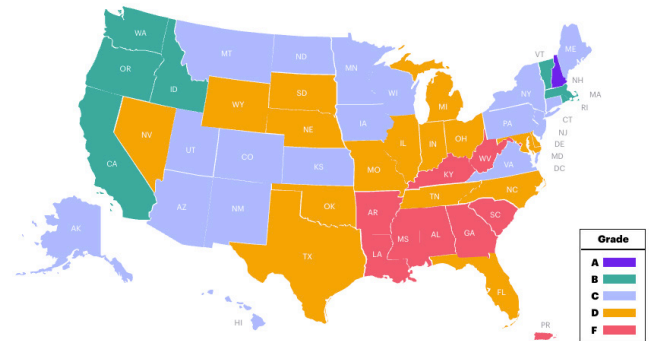
**LOW DOSE**  
**BIG BENEFITS™**

**Today, 5-8% of pregnant people experience preeclampsia.** While certain groups are at higher risk, everyone should ask about their preeclampsia risk factors at their first doctor's visit. Together, we can spread the word about this safe, easy way to prevent preeclampsia and preterm birth.

Learn more at [marchofdimes.org/lowdosebigbenefits](https://marchofdimes.org/lowdosebigbenefits)

## What grades does your state have on our report card?

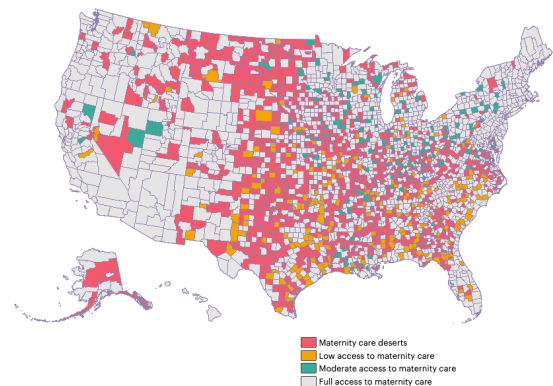
Since 2008, we've released the March of Dimes Report Card to educate and advocate for better mom and baby outcomes across the U.S., Washington, D.C., and Puerto Rico. For the fourth consecutive year, the United States earned a D+ grade for preterm birth, marking the longest stretch of the lowest grade in our Report Card history. With nearly 380,000 babies born preterm — 1 in 10 births — the report highlights that our nation faces a critical maternal and infant health crisis.



Check how your state ranks at [marchofdimes.org/reportcard](https://marchofdimes.org/reportcard)

## Do you live in a maternity care desert?

Where you live matters when it comes to maternity care. Maternity care deserts are counties with no access to birthing hospitals, birth centers offering obstetric care, or obstetric providers. **Nowhere to Go: Maternity Care Deserts in the U.S.** reveals that over 35% of counties are considered maternity care deserts. This means that in 1,104 U.S. counties, there is not a single birthing facility or obstetric clinician. Areas with no access to maternal care affect over 2.3 million women of reproductive age and 150,000 births in 2022. The data shows that women living in maternity care deserts and counties with low access to care have poorer health before pregnancy, receive less prenatal care, and experience higher rates of preterm birth. These findings affirm that U.S. systems, policies, and environments are failing moms and babies.



Find your community to determine your level of access at [marchofdimes.org/mcdr](https://marchofdimes.org/mcdr)



# Help improve the health of all families

March of Dimes has many ways for UAW members to get involved with our mission as a part of your local charitable efforts, whether individually or as a group. Below are some options. If you have any questions, need assistance, or are ready to get started, please reach out to **Kaye Page, your March of Dimes UAW liaison**. Kaye's contact information can be found on page 4 of this toolkit.



## Fundraise

- March for Babies is your chance to raise critical funds to tackle America's maternal and infant health crisis — one person, one community, and one step at a time. **And every step counts!**
- Engage your labor brothers and sisters in a cause close to many hearts, and make a difference together with a custom **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 email [Kaye](#) 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.



## Volunteer

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



# Thank you UAW!

**Last year, you raised \$264,081  
for moms and babies!**

**Your support makes a difference.**

## **Our impact includes:**

### **Programs**

We provided support to women at every stage of pregnancy and to families with babies in the NICU, offering programs and services to help them prepare and access care, regardless of who they are or where they live.

### **NICU Initiatives**

We reached more than 50K families 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 strong 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 U.S. 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)**