Labor of Love | Partnership Toolkit

Partnering to give working families the best possible start

MARCH OF DIMES®

UFCW
America's Food and Retail Union

UFCW and March of Dimes helping families together

UFCW Local 1546 Golf Outing

To our UFCW friends,

On behalf of our entire organization, thank you for your continued partnership and for the many ways you support working families. Your commitment to the health and well-being of UFCW members and their families truly makes a difference.

We are incredibly proud to be a UFCW national charity partner. At our core, we share the same goal: ensuring every mom and every baby has the best possible start. Thanks to your leadership and engagement, we're making meaningful progress together and reaching families who need support most.

Across the country, March of Dimes is working in communities to address the maternal and infant health challenges facing families today. With the United States experiencing 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 UFCW locals standing alongside us, we are better equipped to create real, lasting change for working families nationwide.

UFCW locals have shown tremendous leadership by embracing the March of Dimes mission and taking action — whether through volunteering, advocacy, fundraising, or spreading awareness. Because of your efforts, we're able to provide 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.

Looking ahead, we're excited to continue working with UFCW local leaders and members to grow this impact and build on the progress we've made together.

Inside this toolkit, you'll find ways your members can get involved and resources designed to support working families throughout pregnancy and beyond. We're deeply grateful for your leadership and your dedication to improving the health of moms and babies.

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

With sincere thanks,

Cindy Rahman

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, and close the health equity gap for every family.

- **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 UFCW, we're helping families have full-term pregnancies and healthy babies. With your support, we fulfill our mission through these core priorities:

- **Improving access to high-quality care**
- **Managing hypertensive disorders of pregnancy**
- **Reducing preterm birth and improving outcomes for babies**

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We're here for UFCW 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.

Milton Jones, UFCW International President

March of Dimes has been named an official national charity partner of UFCW Charity Foundation. Together, we are working to support and advocate for healthy pregnancies, strong families, and improved maternal and infant health outcomes in the U.S.

Watch what your leadership had to say about our partnership.

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>**

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 UFCW 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
720-363-5998

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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

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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.

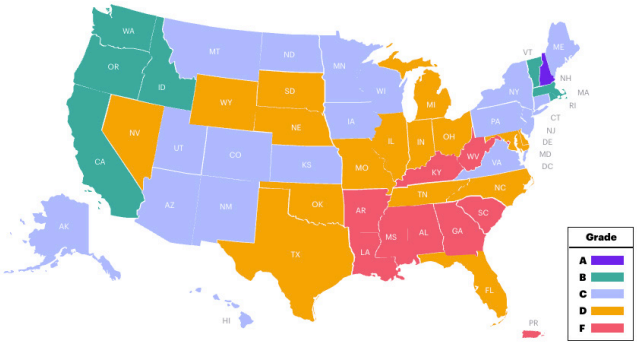
LOW DOSE BIG BENEFITS™

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**

What grades does your state have on our report card?

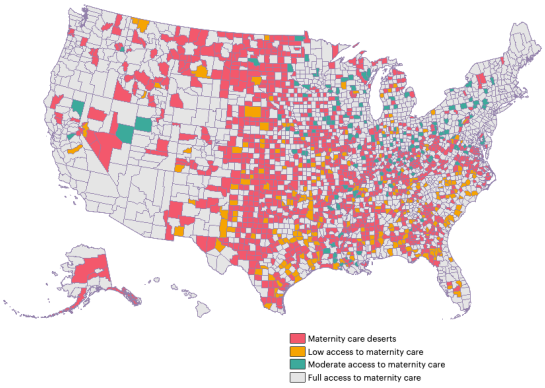
Since 2008, we've released the March of Dimes Report Card to educate and advocate for better mom and baby outcomes across the U.S., Washington, D.C., and Puerto Rico. For the fourth consecutive year, the United States earned a D+ grade for preterm birth, marking the longest stretch of the lowest grade 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**

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**

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UFCW Local 1996
Golf Outing and Auction

Help improve the health of all families

March of Dimes has many ways for UFCW 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 UFCW 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.

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UFCW Charity Foundation Outing

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Thank you UFCW!

Last year, you raised $1,545,000 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