



INTERNATIONAL UNION, UNITED AUTOMOBILE, AEROSPACE & AGRICULTURAL IMPLEMENT WORKERS OF AMERICA – UAW

SHAWN FAIN, *PRESIDENT* • MARGARET MOCK, *SECRETARY-TREASURER*

VICE-PRESIDENTS: CHUCK BROWNING • MIKE BOOTH • RICH BOYER

May 21, 2025

TO: All Local Unions

Dear Brothers and Sisters,

UAW's partnership with March of Dimes began in the 1940s when then-President Walter Reuther solicited labor members for dimes to help cure polio. I am proud to say that UAW has been a part of March of Dimes from the start, and our current efforts are critical as the U.S. is facing a maternal and infant health crisis. Families today need us now more than ever.

The funds we raise directly support March of Dimes' mission to lead the fight for the health of all moms and babies by funding research, providing resources and programs, and advocating for policies to help parents throughout their pregnancies. Building on a successful 86-year legacy, they create lasting change for working families across our country.

In the last year, March of Dimes:

- Was there for more than 4 million pregnant women in the U.S. to ensure they have access to the care they need before, during, and after pregnancy.
- Reached more than 50,000 families with babies in the Neonatal Intensive Care Unit (NICU) through their NICU initiatives, providing access to the support and education needed to improve the patient experience, including the expansion of services through five e-learning courses in hospitals across the country in over 70 sites.
- It Starts with Mom consumer education platform had over 778K webinar views – a 200% increase - to help moms through every stage of her pregnancy journey.
- Provided thousands of meals to families and health care workers in neonatal intensive care units (NICUs) across the country.

Since the beginning of our partnership, UAW members have raised more than \$20 million for March of Dimes to ensure moms and babies live healthy lives. In 2024, we raised more than \$200,000 in support of working families. Congratulations! **I encourage you to support this important work** and let's make 2025 an even bigger success. I invite you to **join the 2025 March for Babies UAW National team**. This family-friendly event allows you to walk side-by-side with our members in the communities where they work and raise their families.

The attached toolkit contains an overview of resources and services available to families throughout their pregnancy journey and once the baby has arrived. In addition, you'll find ways for you and your local to get involved via volunteering, fundraising, and advocacy programs.

UAW and March of Dimes believe every mom and baby should have the resources available to ensure the best possible outcome as they welcome their new family member. You can help make that happen.

If you have any questions or want to discuss how you can help, the toolkit includes contact information for the March of Dimes liaison managing our partnership. They are ready to assist!

Thank you for your past support and your continued commitment to healthy families. Congratulations on making a difference for so many.

In Solidarity,



Shawn Fain, President

International Union, UAW

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**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

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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)