

**HEALTHY
MOMS.
STRONG
BABIES.**



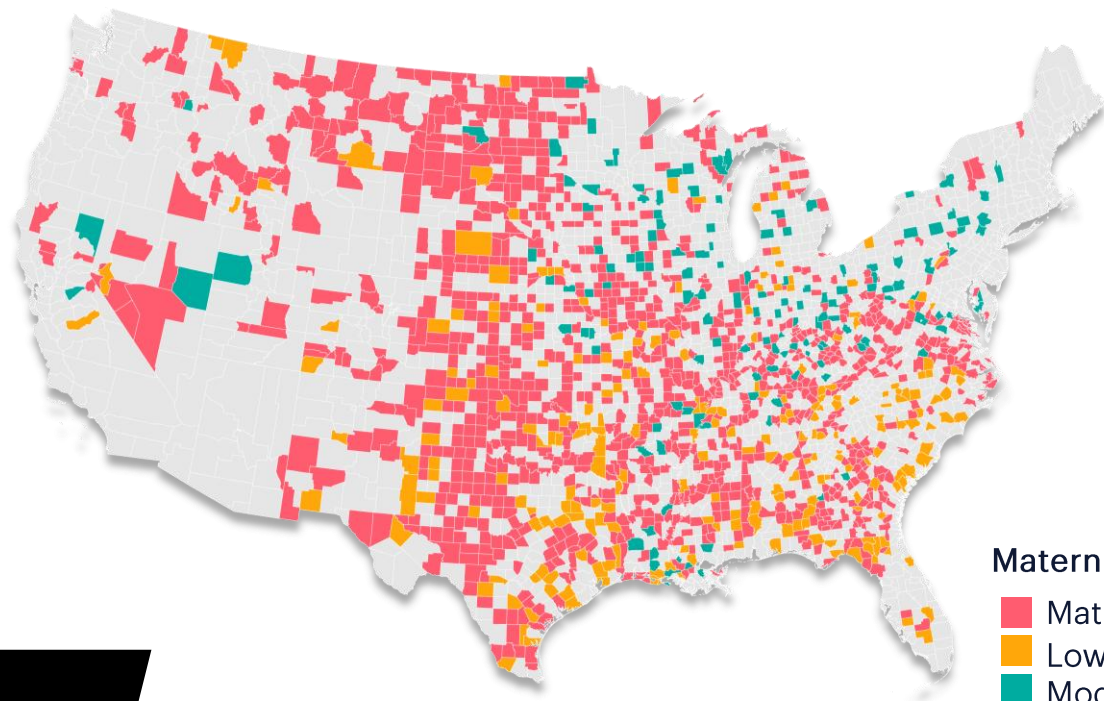
America's Food and Retail Union

2025 PARTNER IMPACT REPORT

February 2026

UFCW Partner Impact Report

The U.S. remains among the most dangerous developed nations for childbirth.



Maternity care access

- Maternity care desert
- Low access
- Moderate access
- Full access

5.5 million women live in areas with low access to maternity care

2 women will die from pregnancy-related causes today, and every day.

2 babies die every hour in the U.S.

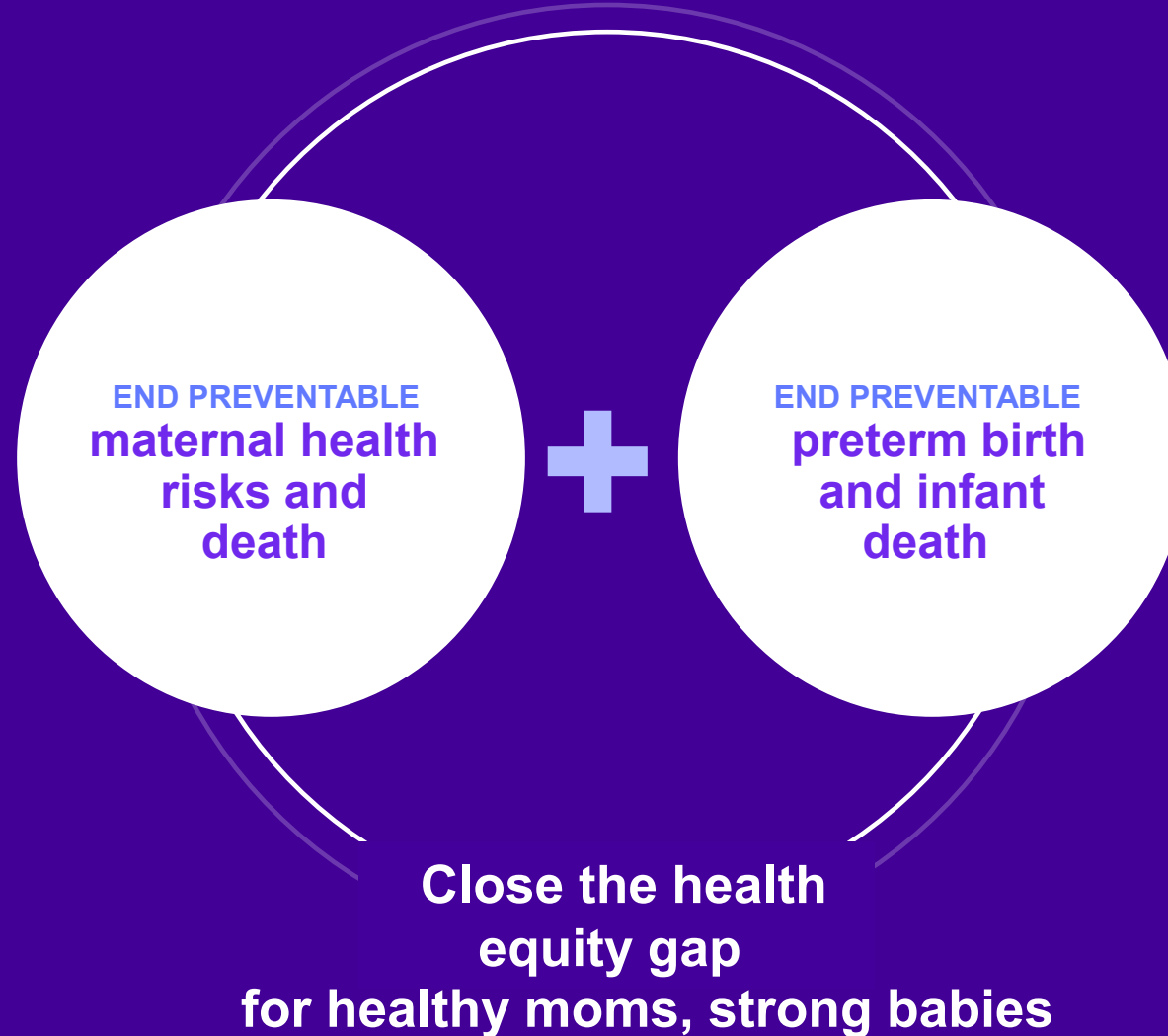
Pregnancy-related deaths have **more than doubled** over the past 30 years.

Black women are **3.5X more likely to die** from pregnancy complications than White women

Black babies are **2X more likely to die** before their first birthday than White babies.

OUR PURPOSE, OUR GOALS

Today, we're striving to end maternal health risks and death, end preventable preterm birth and infant death, and close the health equity gap for healthy moms and strong babies.

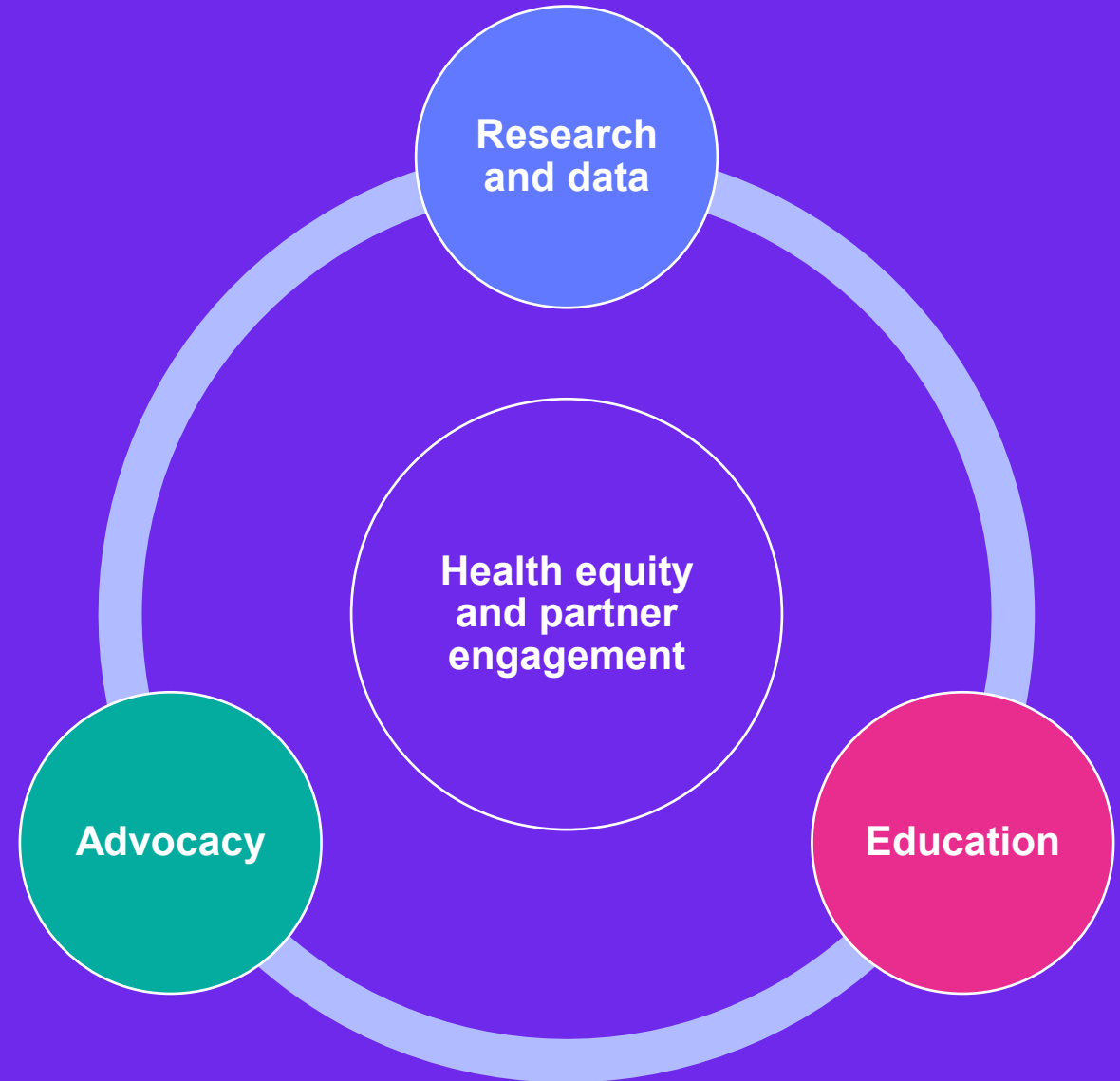


OUR APPROACH

There's no singular solution, but with our strategy, we can advance our goals to improve maternal and infant health through three pillars.

- **EDUCATION** for families and professionals
- **ADVOCACY** for policy and systems change
- **RESEARCH** to disseminate solutions

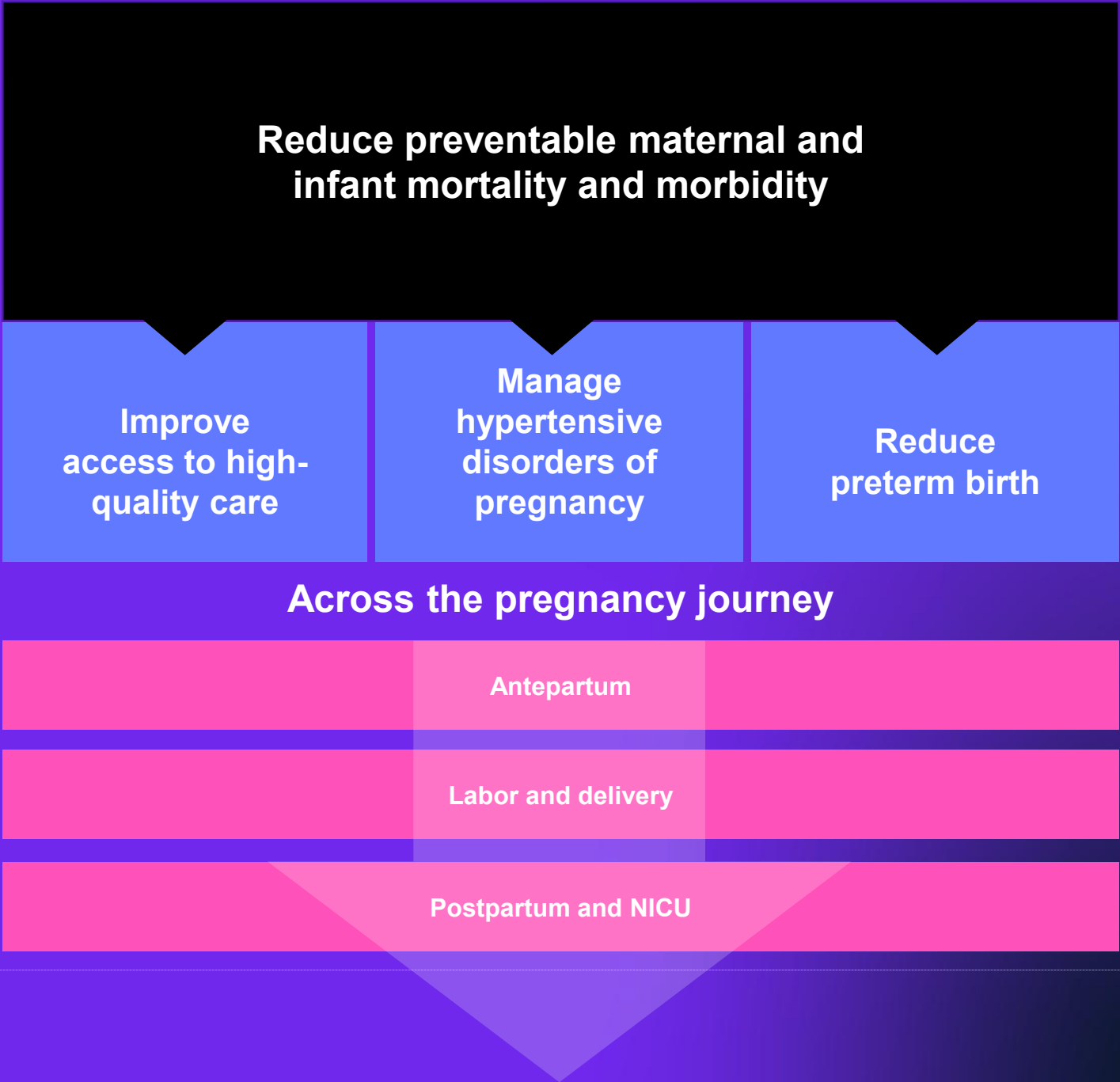
We're the convener of **impact-driven partnerships** through community **engagement** and **thought leadership** roles.



OUR STRATEGY

Our responsibility to address these issues starts with focusing on key areas across the pregnancy journey.

It takes a combination of strategic and collaborative efforts in these areas to truly impact change to ultimately benefit thousands of moms, babies, and families every day.





Our aligned missions

Just like March of Dimes, UFCW believes that all families deserve the best chance for a healthy pregnancy and birth.

Together, March of Dimes and UFCW are improving maternal and infant health by addressing access to quality care, workplace protections, and the social drivers that impact pregnancy outcomes for union members and their families.

Through strategic engagement across **retail campaigns**, **fundraising events** and **member education**, March of Dimes and UFCW are implementing solutions to affect systemic changes, raise awareness, and increase resources to advance maternal and infant health equity.

Thank you **for believing in our mission and standing with us for 4 years!**

Partnership investment

Four

Years as a March of Dimes Partner

\$1,542,187

Total raised in 2025 by UFCW

↑ UFCW's giving grew **32% YOY**

\$4,959,709

Total raised by UFCW since 2022

A special thank you to UFCW International Charity Foundation
for their end-of-year gift of **\$125,000**



THANK YOU

How your **YES** is helping March of Dimes fuel progress

Research and Data



2025 March of Dimes Report Card:
The state of maternal and infant health for American families

[MARCHOFDIMES.ORG/REPORTCARD](https://marchofdimes.org/reportcard)



Published our Annual Report Card, highlighting persistent drivers of premature birth and maternal and infant mortality across the U.S., D.C., and Puerto Rico. Key findings show the continued fragility of maternal health.

Opened a new Prematurity Research Centers in Texas. This center will focus on studying preterm birth through a cutting-edge in-vitro cell culture and drug validation system and gain invaluable new insights about how nutrition and socioeconomic factors shape pregnancy outcomes

Advocacy



We championed policies like the PREEMIE Act to improve health equity, reduce preterm birth, and prevent maternal mortality – with more than 115 bills advocated for this year, and 50 signed into law.

Education



Our NICU Family Support® provided family education, staff training on patient-centered care, and emotional support to 50,000 families a year across 70 sites as they navigate their NICU stay. With the March of Dimes x Carter's NICU family support box, 200 families were delivered encouraging words, educational resources and tangible products to support them in their NICU journey.

★★★ TOP Performing Locals



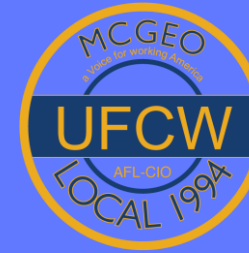
President Eric Taylor
\$319,623

- ✓ Hyper engaged
- ✓ Collaborative
- ✓ Champions of the mission

THANK YOU



President Bob O'Toole
\$155,253



President Gino Renne
\$110,224



President Laura Kelley
\$57,632



President Tim Melia
\$40,328



President Ricky Burris
\$37,981



President Lonnie Sheppard
\$35,000



President Joe Duffle
\$27,500



President John Frahm
\$25,128



President Jim McLaughlin
\$25,000

Rising Stars

We would like to recognize the growing support of these Fundraising Locals. We look forward to continued collaborations that will further our aligned missions – **serving working families to ensure that every mom and baby has a healthy start.**

THANK YOU



President Jake Bailey
\$21,796



President Bob Blair
\$10,000



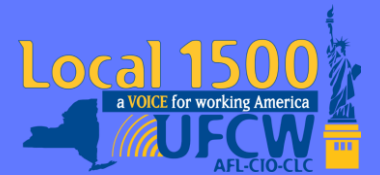
President Mark Espinosa
\$6,919



President Sam Ferraino
\$5,000



President Danny Ross
\$5,000



President Bob Newell
\$5,000

Retail Campaigns

**CELEBRATING
\$153,205**

raised in 2025 from Retail Campaigns

ABS Campaign

by UFCW MCGEO Local 1994

- November 23rd – December 31st
- Montgomery County, Maryland

In the news

Homeland Campaign

by UFCW Local 1000 and Local 1996

- May 7th – June 17th
- Oklahoma City, Oklahoma

Multi-Brand Campaign

by UFCW Local 1500

- September / November
- Long Island, New York





SHOOT FOR A CURE
\$480,400
total raised in 2025

Shoot for a Cure



In 2025 UFCW held 10 charity sporting clay shoots across the country to benefit March of Dimes.

THANK YOU to the participating UFCW Local Chapters:

Arizona Shoot

Local 99

Connecticut Shoot

Local 919, Local 371

Great Lakes Shoot

Local 700, Local 75,
Local 880

Kentucky Shoot

Local 227

Midwest Shoot

Local 1546

Northeast Shoot

Local 400, Local 27

Northern California Shoot

Local 8

Southeast Shoot

Local 1996

Texas Shoot

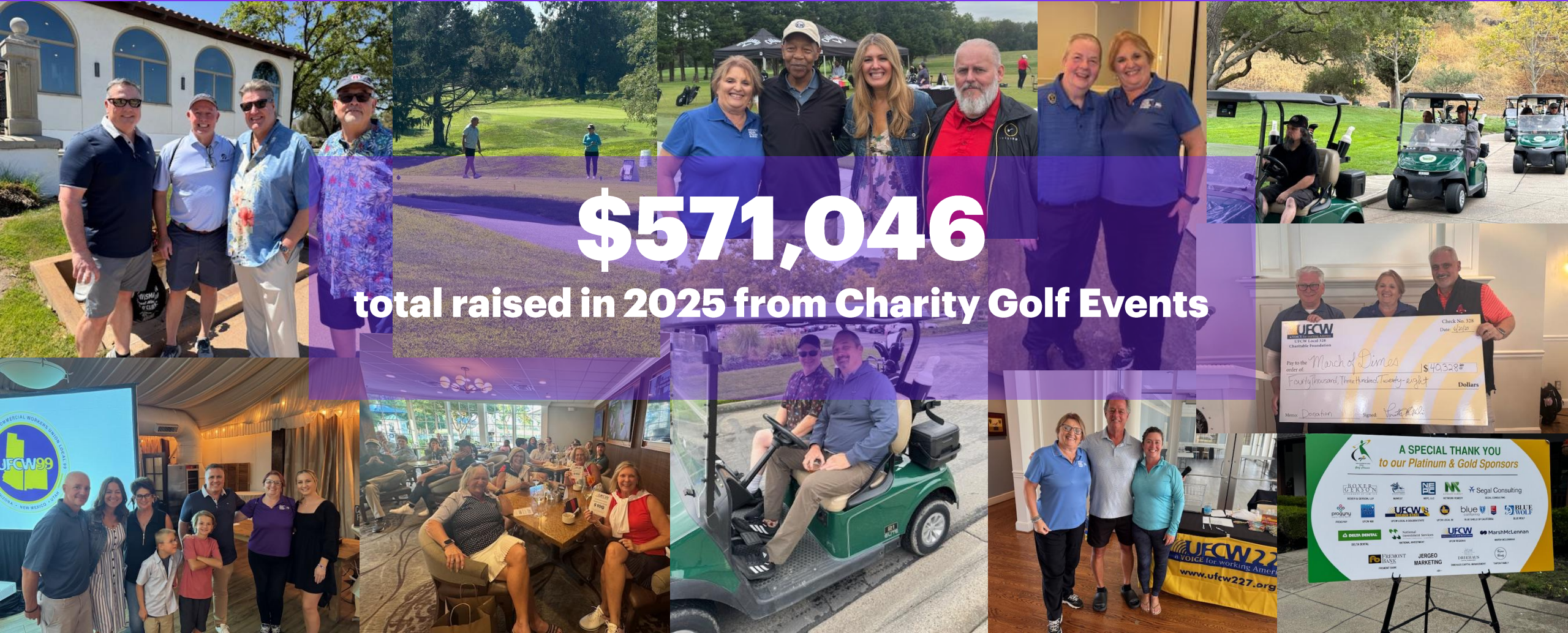
Local 540, Local 455

Pacific Southwest Shoot

Local 1167, Local 135,
Local 1428



Charity Golf Tournaments



Charity Golf Tournaments



Rain or shine, UFCW locals hosted 13 Charity Golf Outings across the country to benefit March of Dimes.

Let's Celebrate – \$571,046 total raised

Thank you to these participating UFCW Locals for your commitment to healthy moms and babies!

Local 99	Local 1546
Local 1529 NEW	Local 919
Local 1167	Local 152 NEW
Local 360	Local 5
Local 328	Local 1996
Local 227	Local 655

Golf Tournament Spotlight: UFCW 1996 Charity Golf and Auction Event

Our friends at UFCW Local 1996 gathered **250+** attendees over a two-day event in October, including a welcome reception, golf tournament, and a closing reception with a LIVE and silent auction to benefit March of Dimes.

- Together, we raised **\$281,642** for our mission
- Incorporated a new online auction platform, *One Cause*, allowing for a more immersive and intuitive bidding experience
- Invited March of Dimes Leadership, CEO Cindy Rahman, to give thanks for support and share March of Dimes vision



Labor in Harmony: Chicago Labor Unions for Healthy Babies



Labor in Harmony: Chicago Labor Unions for Healthy Babies
benefiting March of Dimes

Thursday, August 7, 2025
5:30-9:30 pm | Highland Park, Illinois

Enjoy treetop views of a summer evening concert at Ravinia Music Festival featuring Earth, Wind & Fire.

Gather for a good cause in Ravinia's VIP Tree Top Lounge, with Chicago labor co-chairs **Bob O'Toole**, President UFCW Local 1546, **Chris Pena**, President UAW Local 551, **Don Villar**, Chicago Federation of Labor, 2025 event co-chairs **Lucy Pessa**, Baron Capital, and **Sandy Sinor Fengate**, along with additional labor leaders. Join us for live music, dinner, a full bar, and networking opportunities.

Your organization can support March of Dimes by sponsoring this event. See sponsor commitment form attached.

ACT SOON - space is limited!

Our 2025 Labor in Harmony Event
brought together, Local Labor Unions and financial industry champions for a special night at Ravinia Music Festival, benefitting March of Dimes.

Thank you to the UFCW Locals for contributing to our fundraising goal!
Local 1546 | Local 1996

Together, we raised \$100,253



March For Babies

For more than 55 years, March for Babies has united communities to fight for healthy moms and strong babies. As **the nation's original charity walk**, we're dedicated to bringing people together to tackle America's maternal and infant health crisis—one person, one community, and one step at a time.

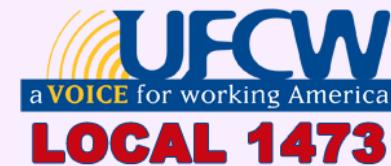
Your March for Babies teams raised a total of **\$24,056** supporting moms, babies, and families all day every day—and every step of the way.

THANK YOU to these UFCW Locals for your support:

St. Louis March for Babies



Milwaukee March for Babies



Stewardship Events and Regional Conferences

March of Dimes AVP of Labor and Retail Engagement, Kaye Page, regularly attends steward meetings and regional conferences throughout the year to share the March of Dimes mission, highlight available member resources, and celebrate our partnership with UFCW.

You may ask “Where in the world” is Kaye Page?

- United Latinos Education Conference
- Region 2 Council Education Conference
- Region 5 Convention
- Region 6 Education Conference
- Local 1996 Leadership Conference

\$60,080

was raised at UFCW Regional Conferences



National partnership visibility

In addition to UFCW's logo being prominently cobranded with March of Dimes across your events, we promote our National Labor of Love partners throughout various marketing channels.

Custom co-branded assets



March of Dimes leads the fight for the health of all moms and babies.
Today, the US is the most dangerous high-income nation for childbirth, especially for women and babies of color. Far too many families face preventable barriers to a healthy start.

Since 1938, March of Dimes has helped millions of babies survive and thrive. Today, 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

A strong history of serving families together

Our labor champions are essential to our mission. Our strong partnerships with labor unions have supported efforts like the dime drive launched by President Roosevelt to end polio. Our local, regional, and national labor partners are dedicated to the health of all moms and babies. We're excited to have been selected as a United Food and Commercial Workers' (UFCW) national charity partner in 2025! Since 2022, UFCW locals have raised more than \$3 million for working families.



Dedicated Labor webpage
on marchofdimes.org

Press Release

135.6M
Total Audience Reach

March of Dimes Chosen as 2025 Charity Partner by UFCW

March 16, 2025

Florida release will support and advocate for improved maternal and infant health outcomes in the US

ANN ARBOR, March 16, 2025—March of Dimes, the leading organization committed to improving the health of moms and babies, has been named an official partner of the United Food and Commercial Workers' (UFCW) Charity Foundation for 2025. As a designated national charity partner, March of Dimes and UFCW will work together to support and advocate for healthy pregnancies, strong families, and improved maternal and infant health outcomes in the US.

"Since 1938, March of Dimes has stood alongside labor unions to champion the health and well-being of working families," said Cindy Robinson, President and CEO of March of Dimes. "Our partnership with UFCW builds on the great progress, strengthening our ability to advocate for policies, provide essential resources, and drive meaningful change to improve maternal and infant health outcomes. We'll work together to ensure that every family—no matter where they live or work—has access to the care and support they need for a healthy and strong start."

The US is the most dangerous high-income nation for childbirth, earning a C- for a third consecutive year in [Kaiser Family Foundation's](https://www.kaiserfamilyfound.org) report, which measures the state of maternal and infant health in the US. Through this partnership, UFCW and its more than 1.2 million members will have opportunities to engage in fundraising efforts, volunteer initiatives, and awareness campaigns aimed at addressing this growing crisis.

"The UFCW Charity Foundation is committed to supporting organizations that make a real difference in the lives of working families," said UFCW International President Alan Pines. "March of Dimes has led the fight to improve maternal and infant health for decades, and we're proud to stand with them in this important work. By joining forces, we have the opportunity to help even more families across the care and resources they need for healthy pregnancies and strong futures."

Partnering with labor unions to protect the health of working families is a cornerstone of March of Dimes' mission. We've honored to have strong and long-standing national and local partners like UFCW through our [Labor of Love](https://marchofdimes.org) movement, which raises critical funds to pioneer research, advocate for change, and pave the way for greater equity to give all families the best possible start.

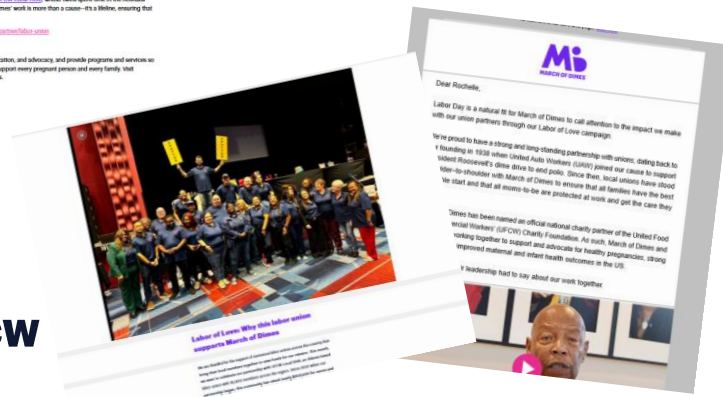
For years, UFCW members have actively supported March of Dimes, raising over \$3 million through golf outings, sporting events, auctions, and March for Babies runs. They have also uplifted the voices of their own members. [See March of Dimes at UFCW and vice versa](https://www.marchofdimes.org), where news went from the maternal intensive care unit (MICU) after a challenging pregnancy. For families like the Scotts, March of Dimes' work is more than a cause—it's a lifeline, ensuring that babies born too soon or facing complications receive critical care.

For more information on how to get involved, visit <https://www.marchofdimes.org/partners/marchoflove>.

About March of Dimes

March of Dimes leads the fight for the health of all moms and babies. We support research, education, and advocacy, and provide programs and services so that every family can get the best possible start. Since 1938, we've built a successful legacy to support every pregnant person and every family that marchofdimes.org or marchofdimes.org for more information. Follow us on social at marchofdimes.org.

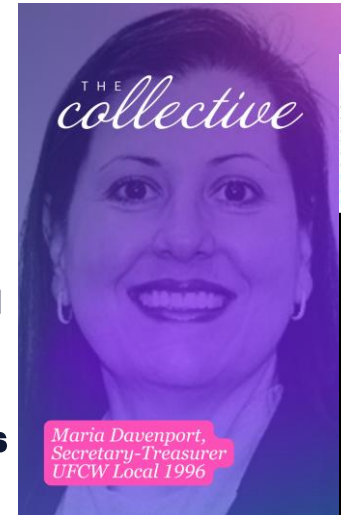
Emails
863K+
Total Sent
featuring UFCW



Social media

229K+
Total Impressions
across 112 social posts
featuring UFCW

*** Check Maria's video out [here](#).**



Maria Davenport,
Secretary-Treasurer
UFCW Local 1996

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We're proud to stand alongside [United Food and Commercial Workers International Union](#) as their 2025 Labor Partner Charity of Choice.

The U.S. remains the most dangerous high-income nation for childbirth, but together, we can change that. Through fundraising, advocacy, and community engagement, we're working to ensure every family—no matter where they live or work—has access to the care they need.

UFCW members are a powerful force who have already raised \$3M+ to support moms & babies! Learn more about our partnership: <https://bit.ly/3FM8E7C>. #MarchOfDimes #UFCW #LaborOfLove





**HEALTHY
MOMS.
STRONG
BABIES.**

Thank you



Your partnership provides critical support to help reduce maternal and child health inequity and shape the future of care for moms and babies in the U.S.