



# ANNUAL REPORT 2019

## Star Legacy Foundation

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## LETTER FROM THE CHAIRMAN

This past year reminded me of all the reasons I chose to align with the Star Legacy Foundation. As a “stillbirth dad” there are many reasons and emotions involved in wanting to reduce stillbirths and supporting families through these tragedies. When I think back on 2019, three key items come to mind.

The first was our Stillbirth Summit where we bring medical professionals, researchers & advocates together from around the world to share the latest findings and information that we can all advocate for and put into practice in our own regions of the world. After every Stillbirth Summit, I feel engaged, focused and committed knowing this is not just a regional effort, but a global one, and that we are all in this together.

A second event from 2019 was putting our money into action. Across the country we have committed volunteers who put countless hours into events which raise money for our organization. These volunteers are almost always impacted personally by stillbirth, so it’s not only a time commitment, but an emotional investment as well. So, when I say putting money into action, I think of the money we invested into research this year. Across the globe there are medical professionals trying to study the issue of stillbirth, but research takes time and money. The Star Legacy Foundation was proud to support additional research this year with a group from the U.K. and here in the United States. I would also like to highlight our Pregnancy Research Project, which we kicked off after many volunteer hours, edits, and approvals. We now have participants signing up to share their story and medical history - all with the goal of reducing stillbirth.

The final item of the year that I would like to mention is the growth of our organization. At the end of 2019 the Star Legacy Foundation had 26 chapters from coast to coast, all committed to our mission. The growth has been tremendous in expanding our message, reaching more families, and being recognized within the medical community.

Each night, I go to bed with a humble feeling that I am Chair of such an incredible and committed organization. We have done great things with our teams, volunteers and families, but I know the best is yet to come. We are all in this journey together, and I truly believe that as we accomplish our mission, the children we lost too soon will continue to push us, support us, and most importantly remind us that they are walking beside us every day.

Dale Fuller, Board Chair



## LETTER FROM THE EXECUTIVE DIRECTOR

2019 will be hard to beat!

Every year I am excited about the progress that we've made as an organization. But this last year has exceeded all my expectations. I'll let the highlights speak for themselves.

- ***Launched the Pregnancy Research Project*** This unique study has the potential to exponentially improve what is known about keeping pregnancies safe in the next few years.
- ***Hosted Stillbirth Summit 2019*** I am always humbled and impressed by the talent and wisdom of the researchers who share their knowledge with us and inspire us. Being allowed to participate in their process and collaborate on future endeavors is an honor and a privilege.
- ***Published the United States Stillbirth Scorecard*** This document provides a dashboard view of the status of stillbirth in the United States as a whole and by individual states. We are encouraged by the awareness this has created and the positive feedback we hear.
- ***Welcomed 5 new chapters!*** We're excited to have a passionate presence in Arizona, Philadelphia, North Carolina Sandhills, Western Pennsylvania, and South Florida!
- ***Launched the Minnesota Center for Stillbirth and Infant Death*** The new program will ensure all loss families in Minnesota have access to individuals dedicated to being their advocate, connecting them with resources, and supporting them through their grief journey. Our hope is that this will be a model we can replicate in many other areas.
- ***Created new prevention materials*** In partnership with our friends at Still Aware, we are excited to have new posters, magnets, and cards to share with pregnant families about how they can take steps each day toward a safer pregnancy
- ***35 Champion events from coast to coast*** These events create awareness and allow families to share their stories in a safe and positive environment while using their baby's memories to support hope and progress for the future
- ***Educated more than 500 Health Professionals in 7 different states*** We love bringing low-cost education events into local areas and sharing our passion with the providers who can implement these changes to make an impact every day!
- ***Distributed more than 100,000 family education materials*** More than 300 health facilities throughout North and South America are using our free materials to ensure their families have access to the information they need
- ***Created Childbirth Classes for Pregnancy After a Loss*** Free classes offered to address the physical and emotional aspects of labor and delivery in pregnancies after a loss.
- ***Welcomed 2 new employees*** to ensure dedicated support for families, our chapters, and our champions
- ***Supported hundreds of loss families throughout the United States and beyond through Support Groups, Support Line, and Peer Support***

It's been a very busy year, but I can't remember one that has been more rewarding. I am incredibly thankful to the many people who contributed so much time, energy, and support to make it all happen. I'm particularly grateful for the efforts of our Champions, our Chapters, the researchers, the Stillbirth Summit presenters, our Board of Directors, and our staff. I'm fortunate to work with all of you toward our mission. Most of all, I'm honored to continue the work inspired by our babies gone too soon.

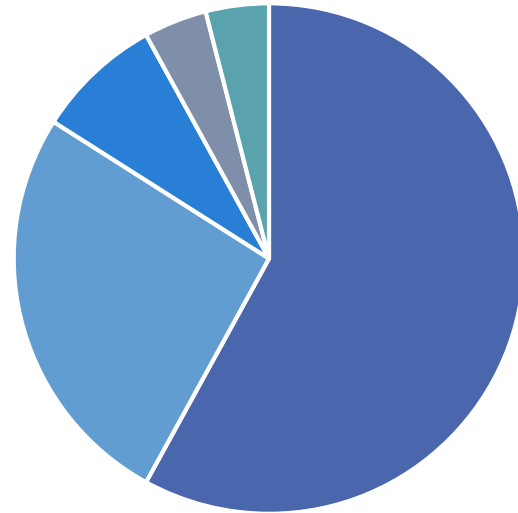
Thank you for a fantastic year, and I look forward to what we can accomplish together in 2020!

Lindsey Wimmer, Executive Director

## INCOME AND EXPENSES

### 2019 SOURCES OF INCOME

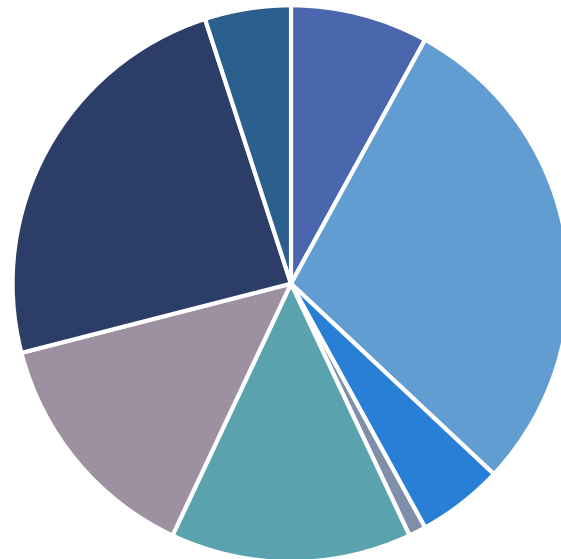
Champion Events	58%
Memorials	26%
Events	8%
Grants	4%
Misc.	4%
Gross income	\$801,599



■ Champion Events ■ Memorials ■ Events ■ Grants ■ Misc

### 2019 EXPENSES

Research	8%
Education	29%
Awareness	5%
Advocacy	1%
Family Support	14%
Chapter Development	14%
Fundraising	24%
Administration	5%



■ Research ■ Education  
 ■ Awareness ■ Advocacy  
 ■ Family Support ■ Chapter Development  
 ■ Fundraising ■ Administration

## PREGNANCY RESEARCH PROJECT

Star Legacy Foundation is very excited about our newest and largest project! Launched at the Stillbirth Summit in June of 2019, this endeavor holds great promise to learning more about stillbirth risks and management techniques to avoid these terrible tragedies.

Mothers are eligible to participate who are currently at least 18 years of age when participating. She may participate once for each of her pregnancies that meet any of the following criteria:

- any prior stillbirth regardless of how long ago that might have been OR
- delivery of a living baby in the last 5 years (regardless of how long that baby may have lived, or still is living) OR
- mothers who are currently at least 12 weeks pregnant

The Pregnancy Research Project is designed to allow women to contribute the information about that pregnancy to science! The first part is a maternal survey designed to document aspects of the pregnancy and mother's experience that are not reflected in the medical records. The second part will include a review of the prenatal, delivery and postnatal and newborn medical records.

This wealth of information will allow researchers to request and collect certain data points from eligible women without the time and expense of finding and enrolling them individually. Any pregnancy could potentially provide valuable information for dozens of research studies! All data will be de-identified to protect the privacy of the individuals who enroll.

Contact us at [research@starlegacyfoundation.org](mailto:research@starlegacyfoundation.org) for more information.

**PREGNANCY RESEARCH PROJECT**

You are invited to participate in the Pregnancy Research Project to help researchers learn more about healthy pregnancies and poor pregnancy outcomes.

For more information or to enroll in the Pregnancy Research Project, visit: [pregnancyresearchproject.org](http://pregnancyresearchproject.org)

**PREGNANCY RESEARCH PROJECT** 952-715-7731, ext. 6  
[starlegacyfoundation.org](http://starlegacyfoundation.org) • [research@starlegacyfoundation.org](mailto:research@starlegacyfoundation.org)

**STAR LEGACY FOUNDATION**  
 University of Michigan  
 HRM 4003A206

[www.starlegacyfoundation.org](http://www.starlegacyfoundation.org)

## EDUCATION

Education is a fundamental practice within Star Legacy Foundation. It is something we take very seriously and believe will be a crux in preventing future stillbirths and pregnancy loss. Our education highlight for 2019 was hosting the 4<sup>th</sup> Stillbirth Summit in Bloomington, MN.

### 2019 Education Outreach:

- ☆ Stillbirth Summit 2019 from June 19-21 in MN.
  - Nearly 300 attendees from 30 states and 7 countries
  - 26 Faculty Members
  - 10 Sponsors
  - CEU's provided
- ☆ Created new prevention materials including Military Information, Safe Pregnancy Card, Safer Pregnancy 3-Panel Poster, Safer Pregnancy Refrigerator Card, and more!
- ☆ Hosted 12 Education events in 7 states
- ☆ Sent more than 102,000 Family Education materials to 46 states
- ☆ 154 organizations utilizing our family education materials
- ☆ Recorded multiple PSA's with Keith and Jill Powell regarding the Pregnancy Research Project, Awareness and stillbirth for African American Women
- ☆ Hosted 7 Stillbirth Matters podcasts throughout the year including one interviewing Keith and Jill Powell.
- ☆ Published the US Stillbirth Scorecards
- ☆ Presented at 3 Medical Conferences
- ☆ Hosted Chapter Chairs Retreat Nov '19

### Save the Date

Star Legacy Foundation  
 2021 Stillbirth Summit  
 June 22-25, 2021  
 In San Diego, CA  
 Details coming soon!



## FAMILY SUPPORT

Support within Star Legacy spans many different avenues and methodology. We believe that it starts when the words are spoken that there is no heartbeat and lasts until the end of time. Our mission is to provide support to as many people as we can in as many ways as possible.

2019 Family Support:

- ☆ Added Dad's Grief Discussion Group and Coping with Infant Death to our other support groups
- ☆ Hosted 9 Childbirth Classes for Pregnancy After Loss
- ☆ More than 600 families supported through peer support
- ☆ Answered 20 Ask the Experts questions submitted through our website
- ☆ Over 1,000 [Stars](#) added
- ☆ Launched the Minnesota Center for Stillbirth and Infant Death
- ☆ Hosted 35 Champion Events in 18 different states
- ☆ Added 6 new chapters across the US



## ADVOCACY

Across the United States, Star Legacy Foundation has been working hard to make an impact within our advocacy pillar. This includes working with local legislation bodies to drive forward tax credits and certificate of births resulting in stillbirth and more.

2019 Advocacy:

- ☆ Partnered with Jill and Keith Powell on PSA's
- ☆ The Western Washington Chapter advocated for a CBRS (certificate of birth resulting in stillbirth)
- ☆ Wisconsin, New York Metro and Western New York Chapters worked on tax credit legislation for stillbirth families
- ☆ Created the US Stillbirth Scorecard
- ☆ Developing Relationships with ACOG, NICHD, AWHONN, and other professional organizations





## AWARENESS

The Awareness Pillar is one that gains the most traction within our organization and brings together communities of people having experienced pregnancy and infant loss. In 2019 we had a record year for number of champion events hosted at 35 across the US! We also had a record for volunteer hours donated which ended over 6,050 for the year. Awareness not only brings groups together but also drives our stance that education and research are necessary in preventing pregnancy and infant loss.

### 2019 Awareness:

- ✧ 35 Champion Events in 18 states
- ✧ 6 New Chapters added
- ✧ Presented at 3 Medical Conferences
- ✧ Hosted our 15 year Anniversary Dinner
- ✧ Exhibited at 30 conferences and expos across the US
- ✧ 154 Organizations are utilizing our family education materials
- ✧ Launched Pregnancy and Research Project
- ✧ Increased social media exposure by 100%+
- ✧ Recorded 3 PSAs with Keith Powell and Jill Knox Powell about the Pregnancy Research Project, African American women and stillbirth, and Star Legacy Foundation
- ✧ Volunteers donated over 6,050 hours to Star Legacy Foundation



## WAYS YOU CAN HELP

- ☆ Share Your Story
  - Share your story to let others know they are not alone and to erase the stigma of talking about our babies born among the stars. Visit <https://starlegacyfoundation.org/stars-stories/add-your-story/> for more info.
- ☆ Volunteer
  - Fill out of [volunteer form](#) to get more involved!
- ☆ Support as you shop
  - Use Amazon Smile and have a percentage of your amount spent donated to Star Legacy Foundation. Learn more at <https://starlegacyfoundation.org/support-as-you-shop/>
- ☆ Champion An Event
  - Host a local event in your community. To learn more, email Amy at [Amy@starlegacyfoundation.org](mailto:Amy@starlegacyfoundation.org) to get started!
- ☆ Start a local chapter
  - Want to start a local chapter to bring the mission of Star Legacy to your area? Email Laura at [Laura@starlegacyfoundation.org](mailto:Laura@starlegacyfoundation.org).
- ☆ Donate
  - Every dollar helps make a difference! Here are how donations are used!
    - Send a sample pack of brochures - \$10
    - Pregnancy Research Project execution - \$300/pregnancy
    - Publish a podcast - \$1,250
    - Lead support group - \$1,500
    - Attend an awareness expo - \$3,000
    - Launch a chapter - \$4,000
    - Champion an event - \$5000
    - Plan a Healthcare Retreat - \$5,000
    - To supply an average size hospital with full set of brochures - \$11,200
    - Host Stillbirth Summit - \$75,000