

A year of so many unknowns.

A year of great impact.



**STAR LEGACY**  
FOUNDATION



*There* is no **foot**  
too *small*  
that it cannot leave an  
*imprint*  
on this **WORLD**

## Star Legacy Foundation

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## LETTER FROM THE CHAIRMAN

To the Friends of Star Legacy Foundation,

As 2020 came to close, I once again could not be prouder of an organization so true to my heart.

Throughout a pandemic, social unrest, and an election we advanced our mission of supporting families experiencing stillbirth, funding research and legislation. The past year did give me opportunity however, to ensure our organization is welcoming to all stillbirth families.

Stillbirth impacts everyone, it does not have a bias of color, religion, or economic status. It is a tragedy that has no bias. With that said, statistics do tell us that stillbirth occurs more often in populations of color and those less privileged. As we continue to bring awareness and prevention of stillbirth across the country and globe, I often think about the more vulnerable population and how we can support them. Our foundation expanded our listening to include a Diversity and Inclusion Committee this year. I have listened and learned. The group has brought relevance, examples, and ideas for change for our foundation and how we can be a more inclusive organization.

Additionally, COVID-19 has impacted our fundraising via Champion events. As any non-profit, charity events are important to ensure we can fund our critical initiatives. I am proud to say Star Legacy is not losing sight of our mission despite these setbacks and the requests for support have increased. We have seen an increase of families needing support and guidance more than ever. Stillbirth is already very mentally and physically hurtful, but during a pandemic can be even worse with isolation, shorter hospital stays, and only virtual means of support.

Through it all, Star Legacy has kept true to our core initiatives of advocacy, outreach, research and support, and we will continue to advance our vision and mission.

Lastly, I will end with a thank you and acknowledgement to our volunteers and chapters throughout the country. We could not succeed without you and honor every minute, hour, and day you commit to our cause. Despite a year of hurdles, you made me very proud, and I am optimistic at what we can achieve together in 2021.

Thank you,  
Star Legacy Chair,  
Dale Fuller





## LETTER FROM THE EXECUTIVE DIRECTOR

As we begin 2021, many people are looking back on 2020 and trying to find the right adjectives to describe a year that will remain in our collective memory for a very long time. Star Legacy Foundation experienced many of the challenges and changes that individuals and organizations throughout the United States and the entire globe shared. I am proud of the flexibility, resilience, and courage shown by our staff and volunteers. In many ways, the ultimate accomplishment for 2020 was survival. However, I am fortunate to share that we were not only able to survive but thrive.

A few highlights: Many of our chapters transitioned to virtual or hybrid events. Our peer companions and support group facilitators stepped up to meet the 300% increase in demand for support services. A Diversity, Equity, and Inclusion team was created and helped us navigate the social unrest related to racial disparities. We welcomed new chapters in San Francisco, South Carolina, and Mississippi. Our support for research through the Pregnancy Research Project and research grants was able to continue. We added new educational items for families and translated many of them into new languages.

Personally, I was humbled and honored to be recognized as one of L’Oreal Paris’ 2020 Women of Worth. Being featured on national TV was a surreal experience, but I am grateful for the awareness it brought to pregnancy and infant loss issues. My favorite part has been the notes and calls from so many who reached out because they now know they are not alone.

We have also tried to take advantage of the opportunities this year presented. I learned so much about the experience of minority families in this country, the impact of telemedicine on our health, how to provide support despite distance, the value of in-person interactions, and the importance of hope.

I am taking a lot of hope into 2021. At Star Legacy, we are excited to host Stillbirth Summit 2021, expand our diversity, equity, and inclusion actions, add new features to the Pregnancy Research Project, make available online education modules, grow our support services, launch a new stillbirth prevention initiative, and much more! Even as many of the challenges continue, I know we are better equipped than ever to overcome them and pursue our goals.

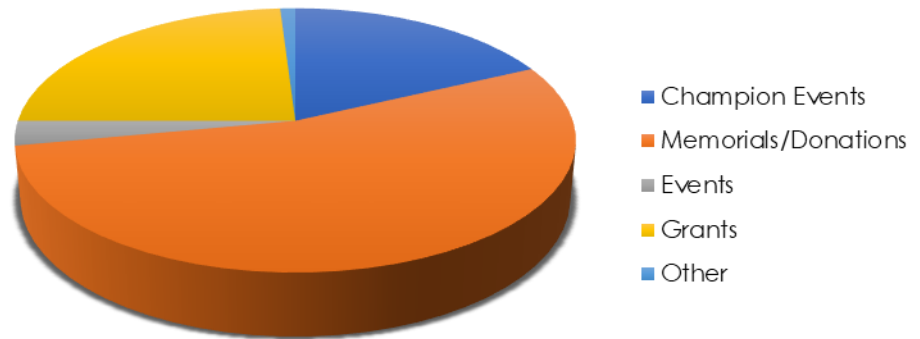
In closing the book on 2020, I want to send a heartfelt THANK YOU to all the volunteers, donors, families, and staff who rode the waves with grace, remained dedicated to our mission, offered time, talent, and treasure to our initiatives, and inspired me every day. It is an honor to do this work in memory of our babies gone too soon and in celebration of the ones bringing light to our lives. I look forward to continuing the journey.  
Lindsey Wimmer, Executive Director

## INCOME AND EXPENSES

### 2020 SOURCES OF INCOME

Memorials	54%
Grants	24%
Champion Events	18%
Events	3%
Other	1%
Gross income	\$1,018,902

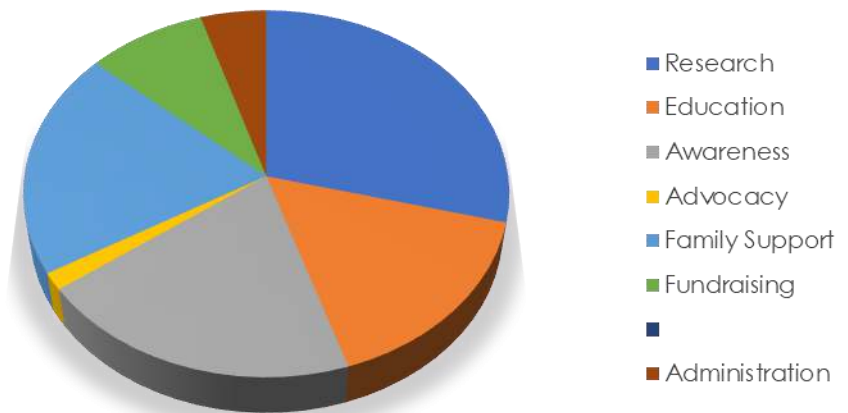
### 2020 Income Sources



### 2020 EXPENSES

Research	29%
Education	16%
Awareness	20%
Advocacy	1.5%
Family Support	28%
Fundraising	8.7%
Administration	4.8%

### 2020 Star Legacy Foundation Expenses





## 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**  
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## EDUCATION

Star Legacy takes the education piece of our organization very seriously. We believe that it is necessary in preventing future stillbirths and pregnancy loss. Therefore, education is needed across all levels of care and with the families themselves.

### 2020 Education Outreach:

- ☆ Created new bereavement materials including SUID/SIDS, Infant Death and Neonatal Death
- ☆ Created new prevention materials including Safe Pregnancy Cards and Magnets
- ☆ Hosted 23 Education events virtually
- ☆ Exhibited at 5 conferences
- ☆ Sent more than 70,000 Family Education materials to all 50 states
- ☆ 196 organizations utilizing our family education materials (increase of 42 organizations from 2019)
- ☆ Hosted 9 Stillbirth Matters podcasts throughout the year
- ☆ Presented at 3 Medical Conferences
- ☆ Hosted Chapter Chairs Retreat Nov '20

Began planning of Stillbirth Summit 2021

- ☆ Being held virtually
- ☆ Premier sponsor is covering costs for attendees (minimal costs to those needing CEUs)
- ☆ Dates: June 23-24
- ☆ Register at <https://starlegacyfoundation.org/stillbirth-summit-2021/>

### Stillbirth Summit 2021

June 23-24, 2021 Held virtually

Thanks to generous support from the family of  
**Sonum Leela Dittakavi**

This year the event will be **FREE** for everyone to attend.

*Low-cost continuing education credit available for  
ACCME, ANCC, and MN Social Work.*

Topics include racial disparities, biomarkers,  
COVID-19, maternal sleep, fetal growth restriction,  
rainbow pregnancies, maternal health, placental function,  
fetal movement, and much more!

Registration plus more information about  
the presentations and speakers at

<https://starlegacyfoundation.org/stillbirth-summit-2021/>



## FAMILY SUPPORT

Star Legacy Foundation wants to offer its support to all grieving family, friends, and medical professionals. We believe during the time of a loss support is so needed at the time of the loss through the rest of their lives. Star Legacy offers many ways in doing that.

### 2020 Family Support:

- ☆ Doubled the number of bereavement support groups
  - To every week to meet the increased demand
  - We had 300% increase in demand for our support services since March 2020
- ☆ Hosted 12 Childbirth Classes for Pregnancy After Loss
- ☆ More than 1,500 families supported through peer support
- ☆ Over 450 [Stars](#) added
- ☆ Hosted 25 Champion Events in 17 different states
- ☆ Added 3 new chapters across the US – San Francisco, South Carolina, and Mississippi

Due to COVID-19 so many aspects of childbirth were changed. We found that many of our loss families had to deliver alone or with only one person in the room. Their family and friends were unable to meet the babies and resources available to the families were limited. Because of this, many looked for resources in the aftermath to assist them with processing their loss. Star Legacy saw a 300% increase in demand for support. We were able to meet this need by offering additional support groups, increase in peer support companions across the country, creating and sending resources to families, and much more.



## ADVOCACY

Advocacy is extremely important across the United States in the arena of pregnancy and infant loss. Star Legacy Foundation believes that each state should have at a minimum the Certificate of Birth Resulting in Stillbirth for families. There is so much more we can do in this area as well. Star Legacy is committed to doing more and are excited to share some of those initiatives in 2021 and beyond.

### 2020 Advocacy:

- ☆ 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
- ☆ Updated the US Stillbirth Scorecard
- ☆ Continued developing Relationships with ACOG, NICHD, AWHONN, and other professional organizations



## Advocacy

Advocacy is a political  
aims to influence public  
media campaigns,  
direct approach is  
speak on behalf of  
also a



## AWARENESS

Awareness for Star Legacy Foundation is a big focal point. It is the way we introduce Star Legacy Foundation to different communities. It is how we bring together families that have lost a baby to know there is support and companionship. Awareness drives all our other pillars: education, research, support, and advocacy.

### 2020 Awareness:

- ☆ 25 Champion Events in 17 states
- ☆ Added 3 new chapters across the US – San Francisco, South Carolina, and Mississippi
- ☆ Presented at 3 Medical Conferences
- ☆ Exhibited at 5 conferences and expos across the US
- ☆ 196 Organizations are utilizing our family education materials
- ☆ Volunteers donated over 10,000 hours to Star Legacy Foundation by more than 200 volunteers



## 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/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

