

FISCAL YEARS 2024 & 2025

2024-25



ANNUAL REPORT

*Leading the
movement to
end preventable
stillbirth in the
United States*

PUSH FOR EMPOWERED PREGNANCY
PUSHPREGNANCY.ORG
NATIONAL 501(C)(3) PUBLIC CHARITY
EIN: 86-3112675



A WORD

FROM THE EXECUTIVE DIRECTOR

Two years ago, I wrote about the “wildly ambitious dreams” we launched with in 2021. Looking back now, I’m struck not by what we dreamed, but by what we’ve actually *built* – and how far those early dreams have already taken us.

When we started PUSH, we knew that ending preventable stillbirth would require changing hearts, minds, and systems. What we’ve proven is that these changes don’t happen in isolation: they happen when parents, providers, policymakers, researchers, corporate leaders, and media come together with courage, conviction, and purpose, to save lives.

These past two years have been defined by **systems-level change**. From historic legislation to first-of-its-kind accredited training and innovative campaigns targeting physicians and pregnant people alike, we are making real strides in changing clinical guidelines for every pregnancy in America.

But perhaps what I’m most proud of is something harder to quantify: by pushing boundaries, cultivating authentic partnerships, and refusing to be silenced, we’ve fundamentally shifted how stillbirth prevention is approached in this country.

And while it’s too soon to prove causation, the data is encouraging: the U.S. stillbirth rate has declined 7% from 2018 to 2023.



That’s approximately 6,000 children since PUSH’s inception who left the hospital in their parents’ arms instead of an urn. It’s not enough – not even close – but it’s significant movement in the right direction.

This work has required an enormous amount of determination, strategic thinking, and heartbreak transformed into action. Every single day, 65 babies are born still in the United States. At least one in four of these losses is preventable. Those numbers fuel us. Our babies – Alana, Aaliyah, Aleksei, Heath, Owen, and so many others we have loved and lost – fuel us.

The movement to end preventable stillbirth is well underway. And we’re only just getting started.

SAMANTHA BANERJEE

EXECUTIVE DIRECTOR

MOM TO ALANA, BORN STILL IN 2013

FISCAL YEARS 2024 - 2025
JULY 1, 2023 - JUNE 30, 2025



PUSH Director Team at Vital Voices DC Short Film Screening

PUSHING FOR CHANGE

ON A MISSION TO **END PREVENTABLE STILLBIRTH** & WE'RE NOT TAKING **NO** FOR AN ANSWER

OUR MISSION

End preventable stillbirth in the United States by 2035.

OUR VISION

The US as a global leader in stillbirth prevention and a model for the rest of the world.

UNWAVERING COMMITMENT TO EQUITY

AND REPRODUCTIVE JUSTICE EVEN IN A HOSTILE CLIMATE

DEI WAS NEVER A “TREND”

PUSH is **the first US stillbirth organization founded on principles of antiracism**. This wasn't a marketing decision or a response to trends – it's foundational to who we are and inseparable from our mission.

In the past two years, as many organizations retreated from the flashpoint of DEI commitments amid political backlash, **PUSH doubled down**. This was never performative for us – these are values baked into our organizational culture and our strategy, and we will not compromise them.

EQUITY IS CENTRAL TO STILLBIRTH PREVENTION

The stillbirth crisis in America is fundamentally an equity crisis:

- Black and Indigenous families face more than double the risk of stillbirth
- Systemic and structural racism in healthcare and beyond drive these disparities
- LGBTQ+ families, immigrants, single parents, and other marginalized communities all face barriers to respectful, competent care
- Geographic and economic inequities mean that access to evidence-based prenatal care is a privilege, not a right
- Political attacks on reproductive rights are putting all pregnant people and babies at risk



Mount Vernon Community Baby Shower

REPRODUCTIVE JUSTICE

We embrace the reproductive justice framework, developed by Black women organizers, for all pregnant people:

- The right to **have a child**
- The right to **not have a child**
- The right to **parent the children you have in a safe and healthy environment**
- The right to **bodily autonomy**

We commit to using our platform to amplify and uplift marginalized voices, dismantle White Supremacy culture, speak truth to power even when it's uncomfortable, and center those most impacted in all we do. **No matter who you are, we will fight for you and your baby, boldly and unapologetically.**

doula EXPO



65 US BABIES

ARE BORN STILL
EVERY SINGLE DAY

AT LEAST **1** IN **4**

ARE COMPLETELY
PREVENTABLE

81% STILLBIRTH MOMS HAVE
ZERO KNOWN RISK FACTORS



Behind the Scenes at the PUSH Short Film Production in Los Angeles

OUR THREE PILLARS

FOR DRIVING TRANSFORMATIVE CHANGE

PILLAR #1: EDUCATION

Arming parents, providers, and policymakers with the evidence-based knowledge they need to prevent stillbirths

- Accredited trauma-informed training on pregnancy after loss care & stillbirth prevention
- Public awareness campaigns and “activism” initiatives
- Advocating for standardized protocols for consistent, internationally-aligned care
- Healthcare provider outreach through medical conferences
- Supporting research on emerging tools like placental monitoring and routine 3rd trimester growth scans

PILLAR #2: ADVOCACY

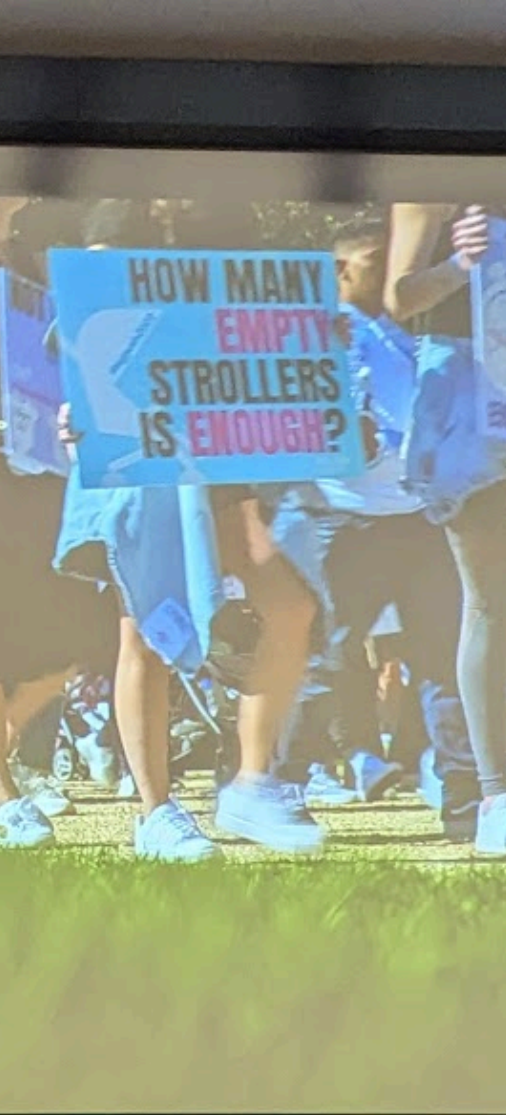
Demanding change on a national scale through comprehensive public health policy updates to support stillbirth prevention

- Federal and state legislative advocacy for policy changes
- Grassroots organizing for awareness-raising events
- Mandating improved data reporting for better research
- Securing dedicated stillbirth prevention funding for federal, state, and local public health
- Aligning with and amplifying advocacy efforts centering marginalized voices to promote racial/social equity and improved social determinants

PILLAR #3: COMMUNITY

Empowering the community with tools and resources to prevent stillbirths and providing support to develop future stillbirth parent advocates

- Sustained leadership in coalition building, aligning efforts across partners in advocacy, healthcare, and Black Maternal Health
- Distribution of free/low-cost multi-lingual community resources for families, birth workers, community leaders and healthcare professionals serving high-risk communities
- Connecting families of perinatal loss with trusted support resources for trauma and bereavement
- Facilitating peer support networks for bereaved families to create safe space for healing through collective action
- Developing advocates for change through training in inclusive, equitable leadership



BY THE NUMBERS

KEY PERFORMANCE INDICATORS

6,000

estimated **lives saved** since PUSH inception given the 7% overall reduction in the U.S. stillbirth rate from 2018 to 2023

768M

earned **media impressions** in calendar year 2024 alone, per Meltwater broadcast news data

#2

(Silver) finisher in the **2025 MM&M Awards** "Use of Film" - the premier recognition in medical marketing

50M

impressions for the **PUSH short film** & "Treat Stillness" campaign, with a 99% video completion rate

4.2M

views (on Instagram alone!) of our **stillbirth PSA** collaboration with Earth Mama Organics

>4,500

unique donors supporting our work along with **50+ partner orgs** and >20K social media followers

\$37M

federal funding for the new **NIH Stillbirth Research Consortium** announced Sept 2025 - a major win building on FY24-25 advocacy work

0

full time paid staff driving the enormous progress of the stillbirth movement. This is the power of our **Changemaker community!**

PUSH FOR EMPOWERED PREGNANCY

FISCAL YEARS 2024-2025

MAKING NOISE

TO ELEVATE THE MOVEMENT

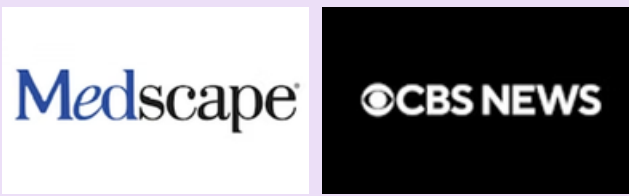
Below are just a handful of places you may have spotted our PUSH Changemakers over the past two years!

[More at pushpregnancy.org/media](https://pushpregnancy.org/media)



HEALTH DISCOVERED
STILLBIRTH AND MATERNAL CARE GAPS: RISKS, SUPPORT, AND ADVOCACY
WebMD PODCAST

TOP 5 EPISODE OF 2025!



FOX 5 | A BILL DESIGNED TO CLOSE LOOPHOLE IN NYS'S PAID FAMILY LEAVE LAW SET TO EXPIRE



Through 'The Loss Mother's Stone,' mothers share their grief from losing a child to stillbirth



FOX 5 | FILM "PUSH" BEHIND NAT'L PUSH TO END STILLBIRTHS
7:30 50° INGFULLY DEPORTED MAN, KILMAR ABREGO GARCIA, IN EL SALVADO LOCAL WEATHER



The Atlantic

RADIO HEALTH JOURNAL
The Latest In Health, Science & Technology

MEET THE 2024 WASHINGTONIANS OF THE YEAR

WASHINGTONIAN

FOR FAMILIES. FOR BABIES. FOR CHANGE.

HIGHLIGHTS FROM FISCAL YEARS 2024-2025

NICHD STILLBIRTH WORKING GROUP (OCT 2023)



NICHD Stillbirth Working Group announces **\$1M in appropriations** garnered in response to the 2023 Report to Congress, which PUSH influenced through strategic organizing in the parent advocate community. Though prior to PUSH's advocacy in 2023, the Working Group's stated mandate intentionally *excluded* stillbirth prevention, NICHD changes course and announces the added funds will be used for a deeper dive, including the formation of a **Stillbirth Prevention Subgroup**.

EARTH MAMA ORGANICS (FEB 2024)



Earth Mama Organics partners with PUSH to release **co-branded tip cards** for empowered pregnancy, produce a **Stillbirth Awareness PSA** video, fund development of training modules for accreditation, and **advise on strategy** for SEO and social media marketing. Earth Mama invites PUSH to integrate stillbirth prevention and pregnancy after loss education in their **3,000-download-per-month** birth plan tool.

NY PAID FAMILY LEAVE (MAR 2024)

Working with the office of NY Governor Kathy Hochul, PUSH advocates build partnership to ensure **closing the dangerous loophole** in Paid Family Leave for NY stillbirth families is a top priority leading into the 2024 budget session. Over 1,000 constituents are mobilized to send postcards in support, and advocates travel to Albany to rally and meet with legislators.

PROPUBLICA DOCUMENTARY (MAR 2024)

ProPublica's groundbreaking *Before a Breath* documentary, based on their Pulitzer-finalist Stillbirth reporting series, prominently **features several PUSH Directors and volunteers**, along with the PUSH-founded Mount Sinai Rainbow Clinic and the Big PUSH March in DC.

MATERNAL AND CHILD HEALTH STILLBIRTH PREVENTION ACT BECOMES LAW (JUL 2024)

This landmark legislation, for which PUSH advocated alongside many partners, clarifies that **states can use \$2.6B** in Title V Block Grant funding for stillbirth prevention activities. Prior to this law, fewer than 20 state health depts were using these funds to address stillbirth.

MOUNT SINAI PERINATAL LOSS SYMPOSIUM (NOV 2023)

In a historic milestone, PUSH co-organizes the Mount Sinai Perinatal Loss Symposium – the first time a U.S. conference populated almost **entirely by physicians** centers on stillbirth research and prevention. The agenda features a “who’s who” roster of esteemed researchers and world-renowned obstetricians, many of whom reference our PUSH Directors’ powerful opening remarks in charging the **next generation of doctors** at the Icahn School of Medicine with making ending preventable stillbirth their mission.



PUSH Executive Director with Leading Int'l Researchers at Mount Sinai Symposium

The Page and William Black Post-Graduate School for Continuing Medical Education

2024-2025 HIGHLIGHTS

(CONTINUED)

BRAND EVOLUTION WITH KOBASE (JUL 2024)

Creative agency Kobase donates expertise and talent for a **comprehensive brand evolution**, updated messaging strategy, and completely **redesigned website**.

INTERNET SCRUB INITIATIVE (SEPT 2024)

PUSH initiates collaborative effort with partner orgs to create **International Fetal Movement Consensus Statement**, the foundation for a coordinated Internet Scrub campaign to improve the quality and consistency of fetal movement information available on **popular online pregnancy health platforms**. Editors of major publications such as **WebMD, Healthline, and What to Expect** – reaching tens of millions worldwide – agree to remove dangerous myths and to urge parents to seek care in response to changes in fetal movement.

MOBILIZE MATERNAL HEALTH COALITION (FEB 2025)



PUSH joins as a founding member of the Mobilize Maternal Health Coalition, a new New York-based coalition addressing maternal health disparities and policy gaps. The Coalition **amplifies NY Paid Leave After Stillbirth** advocacy efforts and furthers the reach of stillbirth prevention messaging within high-risk communities in New York City.

ACCREDITED TRAINING LAUNCH (APR 2025)

Interdisciplinary accreditation for two first-of-their-kind training curriculums for healthcare providers, Care in Pregnancy After Loss (PAL) and Stillbirth Prevention, created by patients with firsthand lived experience.

PREMIERE OF SHORT FILM & AWARENESS CAMPAIGN (OCT 2024)

7-min short film **PUSH: A Film by Ingrid Haas**, showcases a provocative and moving story exploring the life-or-death consequences of **how healthcare providers respond to reports of altered fetal movement**.

The film is the centerpiece of the 3-phase **“Treat Stillness as an Illness”** national awareness campaign targeted at improving prenatal care standards, **changing the behavior of OBGYNs** and others in healthcare, and informing the public about the risk of stillbirth even in healthy, low-risk pregnancies.



PUSH & Kobase Leadership at Film Premiere in Brooklyn

2024-2025 HIGHLIGHTS

(CONTINUED)

**SPEAK! MOVE! CHANGE!
& NATIONAL POSTPARTUM
AWARENESS WEEK (MAY 2025)**



PUSH continues our commitment to the Speak! Move! Change! Collective – a cornerstone of our collaboration with **BIPOC-led maternal health orgs** and communities most impacted by stillbirth disparities. As a member of the core leadership team and a sponsor, PUSH helped produce **groundbreaking educational content** for the 2024 & 2025 Speak! Move! Change! virtual series during Black Maternal Health Week in April, and **co-produced National Postpartum Awareness Week** to promote the importance of holistic postpartum healthcare – particularly for stillbirth parents, who face substantially increased risk of adverse maternal health outcomes.

BJOG PUBLICATION (MAY 2025)

PUSH Director co-authors commentary **"Improve Health Equity Through Involving Stillbirth Parents in Research, Prevention and Care"** with Stillbirth Advocacy Working Group (SAWG-USA) in *BJOG*, one of the premier peer-reviewed journals in the field.

ACOG ANNUAL MEETING (MAY 2025)

PUSH attends annual meeting of American College of Obstetricians & Gynecologists to **network directly** with the nation's leading OBGYNs and decision-makers on **national maternal health guidelines**.

THE LOSS MOTHER'S STONE (JUN 2025)

Several PUSH volunteers are featured in this photo exhibition by acclaimed photographer Nancy Borowick at **Photoville Brooklyn**.

The Big PUSH



Discussion Panel after PUSH Film Screening at Vital Voices HQ in DC



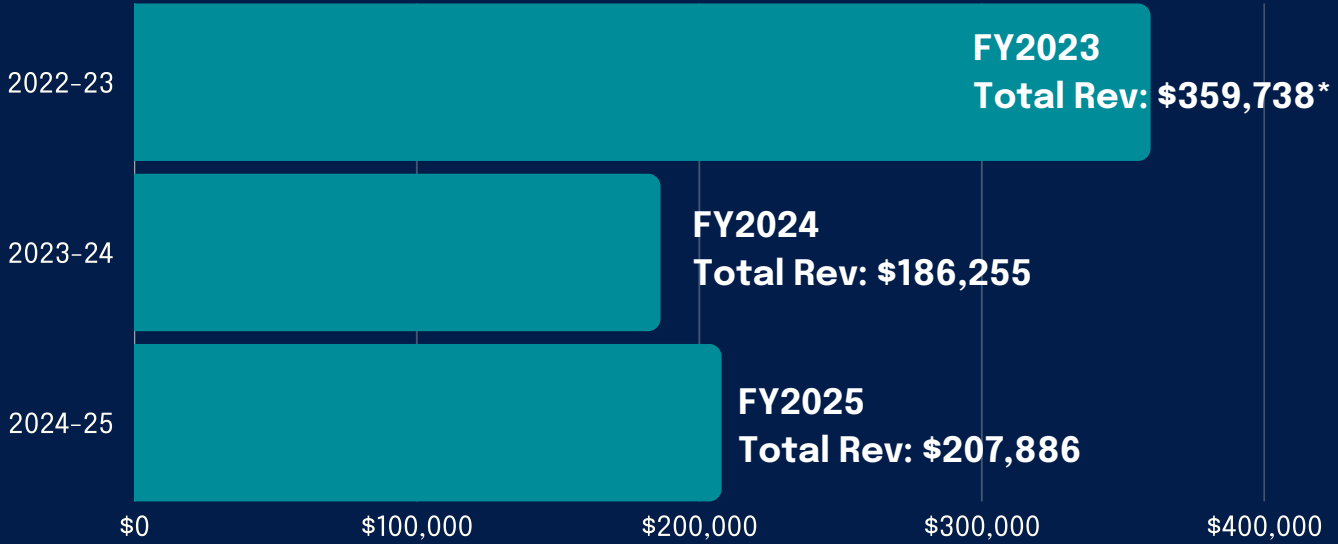
VITAL VOICES SCREENING (APR 2025)

PUSH short film is screened at the **Vital Voices headquarters** in DC and earns several dedicated **media features** during Black Maternal Health Week. Going forward, the film serves as an educational and advocacy tool, with **strategic screenings at medical conferences** and community events continuing to build momentum for Phases 2 & 3.



REVENUE

BY FISCAL YEAR (JULY 1ST TO JUNE 30TH)



*Note: Our Form 990 annual filing reports revenue of \$551,445, which includes \$191,707 of donations to The ARIAH Foundation, for whom we served as Fiscal Sponsor during 2023. Only PUSH numbers are reported in this document.

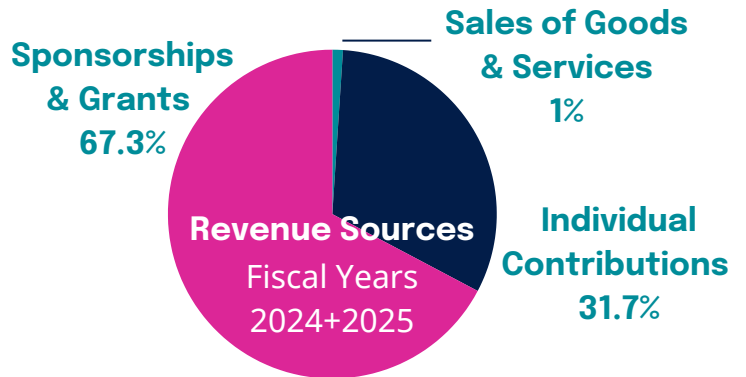
FINANCIAL UPDATE

BUILDING A SUSTAINABLE FUTURE

Our third and fourth full years of operation were focused around sustainability, and particularly **diversifying our revenue sources**. Individual contributions from stillbirth families have historically made up the vast majority of our revenue, but as we achieve our mission and fewer and fewer families suffer the loss of a child to stillbirth each year, that pool of donors will (thankfully) continue to shrink. As such, we have been striving to win grants and develop corporate partnerships to ensure steady resources for our work going forward.

Key drivers of our very low administrative and overhead costs included:

- Fully remote operations
- Organic growth through social media/PR

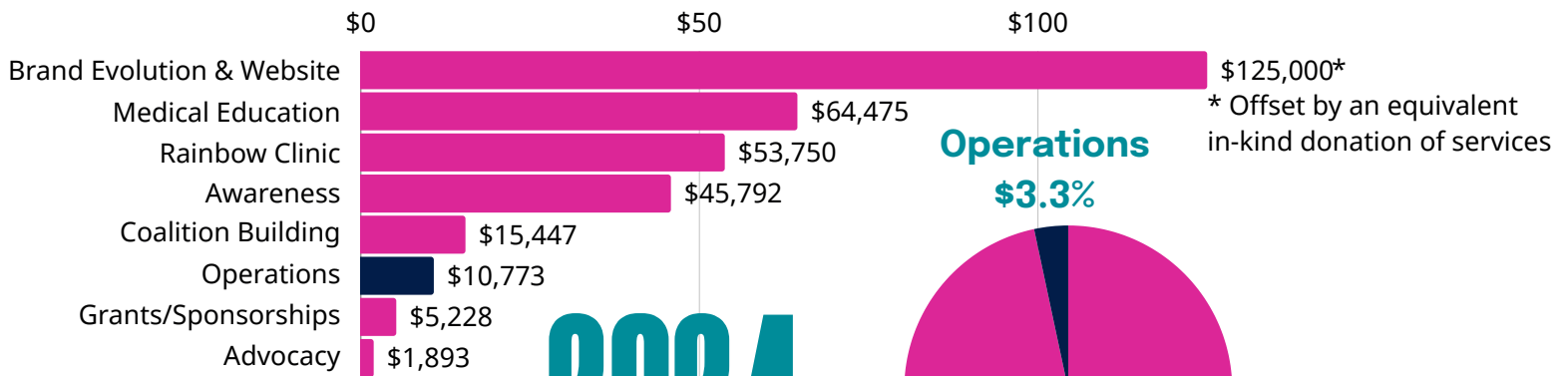


Breakdown of revenue sources from the previous two years included:

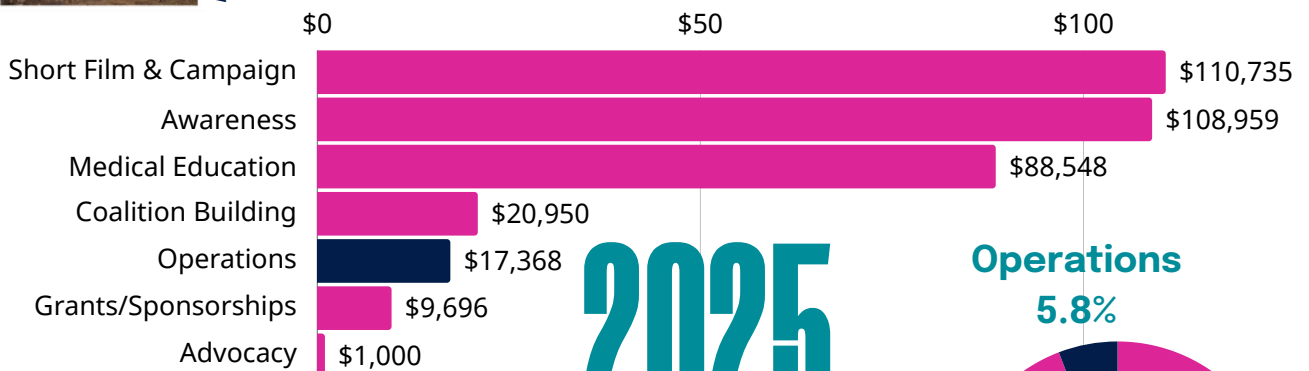
- \$125,000 in Individual Contributions (typically from parents, family & friends of babies born still, incl. corporate matching)
- \$265,000 in Sponsorships & Grants (from corporate partners and the Samuel Freeman Charitable Trust)
- \$4,000 in Sales of Goods & Services (including merchandise profits, training services, and speaker honorariums)

EXPENSES

BY FISCAL YEAR (JULY 1ST TO JUNE 30TH)



From The Loss Mother's Stone



PUSH Directors Presenting at Conferences

WHAT'S NEXT

STRATEGIC PRIORITIES FOR FY2026



MEDICAL EDUCATION

- Distribution of accredited training modules to hospital systems, private practices, medical schools, mental health practitioners, and birth workers
- Present short film and prevention/PAL tools at medical conferences to market our training and build relationships with healthcare professionals

POLICY

- Continue to advance current legislative priorities at federal and state levels (e.g., NY Paid Family Leave After Stillbirth)

COALITION BUILDING

- Community event support and partnership with birth workers in the field
- Sponsorship, presentation, and/or exhibition at major industry conferences
- Genuine collaboration with other stillbirth and maternal mortality prevention orgs to align efforts and maximize results for all

AWARENESS

- Continued rollout of "Internet Scrub" to eliminate online fetal movement myths
- Robust PR & Media presence to further elevate the issue of stillbirth prevention
- Social media & grassroots outreach with Empowered Pregnancy tips
- Expand offerings and outreach to Hispanic & LGBTQ+ communities

SUSTAINABILITY

- Enhance Changemaker support offerings and development structures
- Continue building org maturity to support paid staff roles
- Expanded equity & inclusion training

WHAT YOU CAN DO TO PUSH OUR MISSION FORWARD

JOIN

Become a Changemaker!
Register at pushpregnancy.org

GIVE

Donate to support our efforts
pushpregnancy.org/donate

SHARE

Amplify our message on social!
Follow [@pushpregnancy](https://twitter.com/pushpregnancy)

