



**Perinatal Foundation
2006 Annual Report**

2006 FINANCIAL STATEMENT



Carol Browning, MD

Dear Friends:

Once again, I am thankful for this opportunity to extend my gratitude to all of you who worked together as partners to make 2006 a successful year for the Foundation's programs to improve the health and welfare of all Wisconsin citizens. We were busy and productive and have a great deal of which to be proud, thanks to your support of our work.

On the program side, we allocated significant resources in two major areas. We supported our sister organization, the Wisconsin Association for Perinatal Care, and launched an innovative media awareness campaign for Latino families in the Madison/Dane County area. The media campaign was made possible with funding from the Madison Junior Woman's Club's fundraising gala on March 4, 2006, at the Monona Terrace in Madison.

On the operations side, we saw our net assets increase by over \$200,000, due in part to the improved financial market and the diligence of the Finance Committee, which assures that the investment policy guides decisions and operations. The Foundation's Grants and Awards Committee has leveraged funding to WAPC and from the Madison Junior Woman's Club to assure a vigorous perinatal mood disorders program of activities, while conserving the Foundation's principal.

On behalf of the Board of Directors, I want to express our gratitude to all who have contributed in 2006. We truly value your support and interest. Looking forward, we invite your input and continued involvement in helping to improve the health of mothers, babies, and families.

With sincere appreciation,

Carol A. Browning, M.D.

Carol A. Browning, MD
President

It is the long-standing policy of the Perinatal Foundation to grow assets through professionally managed investment practices. The ratio of functional expenses for 2006 is 68.5% to program, 24% to general and administrative, and 7.5% to fundraising. An audited copy of the financial statement prepared by Wipfli is available from the Perinatal Foundation office.

Statement of Activities for the Year Ended December 31, 2006

REVENUE

Contributions	\$ 35,675
Publications	1,652
Investment income	367,624
In-kind contributions	<u>645</u>
Total Revenue	\$ 405,596

EXPENSES

Program Services:	
Net grants and awards	\$ 26,397
WAPC contribution*	100,756
Other program expense	<u>11,206</u>
Total program expense	\$ 138,359
General and administrative	48,693
Fundraising	<u>15,078</u>
Total Expenses	\$ 202,130

Increase in net assets	\$ 203,466
Net assets – beginning of year	\$ 3,918,769
NET ASSETS – END OF YEAR	\$ 4,122,235

*The annual contribution to the Wisconsin Association for Perinatal Care (WAPC) is based on the terms of the Memorandum of Understanding signed December 30, 2002. In 2006, it included an unrestricted grant of \$56,974 and support for staff salaries of \$75,965.

2006 GRANTS AND PROGRAMS

Wisconsin Association for Perinatal Care

The Perinatal Foundation's financial commitment to the work of its sister organization, the Wisconsin Association for Perinatal Care, is specified in a formal agreement, a memorandum of understanding. By investing in WAPC programs, the Perinatal Foundation had an impact on significant perinatal issues such as:

- Providing consumer information about frequently asked questions about breastfeeding on the Web site at www.perinatalweb.org
- Providing resources to consumers on secondhand smoke, SIDS, and perinatal depression
- Supporting the use of PeriData.Net™, a Web-based perinatal database, to improve perinatal outcomes
- Supporting learner-directed education about the basics of fetal monitoring
- Promoting the use of tools that support parents of infants who were born early, small, or sick

Perinatal Mood Disorders Initiatives

Since 2002, the Perinatal Foundation has dedicated resources to a multi-year initiative about perinatal mood disorders. Several phases of the initiative have been completed—the Public Awareness Campaign, Best Practices Symposium, publication of a *Blueprint for Action*, development of resources in English and Spanish, and statewide educational presentations. In 2006, the Perinatal Foundation continued the initiative by providing educational sessions at the following events:

- Prenatal Care Coordination Training, "Screening for Perinatal Depression," March 28, 2006
- WAPC Annual Conference, "Screening for Perinatal Mood Disorders in Multiple Settings," April 24, 2006
- Milwaukee Home Visiting Project Training, "Screening for Postpartum Depression," May 18, 2006
- National Association of Social Workers—Wisconsin Chapter Annual Meeting, "Through Blue Eyes: How Postpartum Depression Affects the Infant," May 19, 2006
- Eau Claire Television Appearance, "Postpartum Depression," June 29, 2006
- Milwaukee Birthing Project, "Prenatal and Postpartum Depression," July 15, 2006
- Marathon County Health Department, "Prenatal and Postpartum Depression," November 1, 2006

In addition to educational sessions for consumers and professionals, the Perinatal Foundation began a media outreach campaign to Latino families in the Dane County area. The campaign was made possible with funding from the Madison Junior Woman's Club. The Club's annual "night at the casino" fundraiser on March 4, 2006, yielded over \$16,000 for this effort.

In the summer, a group of leaders in the Latino community, as well as health care providers and advocates, began planning the campaign. By the end of 2006, they had finalized several components of the campaign:

- The name *Madre, Hay Esperanza™* (Mother, There is Hope) was selected and a logo produced.
- The first phase of the *Madre, Hay Esperanza™* campaign was written as a series of five Spanish-language radio announcements that form a *novela*, or soap opera. The *novela* format is very popular in both radio and television programming in Latin America and is becoming more prominent in mainstream American media. The *novela* tells the story of a new Latina mother and her struggle with postpartum depression. A fifteen-second action message at the end of each announcement emphasizes that postpartum depression is a common, treatable illness and provides a telephone number and a Web site where people can learn more about postpartum depression.



Perinatal Foundation Executive Director Ann Conway (left) accepts the Madison Junior Woman's Club check from Club members Tracy Qualey and Dawn Levenick



Program partners together at La Movida Radio for the *El Debate* radio program (left to right): Fabiola Hamdan, Kristy Casto, Ann Conway, Shiva Bidar-Sielaff, Brenda González, Lupita Montoto, and Diego Campoverde Cisneros.

2006 GRANTS AND PROGRAMS

At year's end, the *novela* was ready to be produced and a contract was in place to air the *novela* for six months in 2007 on Madison's only Spanish language radio station.

Web site - www.perinatalweb.org

On March 7, 2006, the Perinatal Foundation, along with the Wisconsin Association for Perinatal Care, launched a newly-designed Web site, www.perinatalweb.org. The Web site makes it possible to quickly find information about the Perinatal Foundation and about postpartum depression, as well as donate to the Perinatal Foundation online. Other features of the newly-designed Web site are consumer and Spanish sections.

Monitoring the use of the new site is made easy with a built-in tool that allows quick analysis of popular items and features users would like. Over 14,000 individuals viewed the Web site in 2006, and the postpartum depression section of the site was viewed nearly 2,500 times.



Myrtle Bahm Leonard Memorial Scholarship

Scholarships for child care expenses were awarded to four deserving college students and their seven children at three colleges in Wisconsin-Madison Area Technical College, the University of Wisconsin-Milwaukee, and the University of Wisconsin-Eau Claire. The scholarships are awarded to the colleges, which in turn select students who are raising a child or children while pursuing education in health-related fields.

Thomas A. Leonard, MD, Memorial Lecture



Winston Price, MD

The Thomas A. Leonard, MD, Memorial Lectureship supports a presentation by a nationally recognized speaker at the WAPC Annual Statewide Perinatal Conference each year. In 2006, Winston Price, MD, of the National Medical Association in Washington, DC, presented "Addressing Perinatal Disparities: Strategies and Solutions." Dr. Price, a pediatrician, presented some successful strategies for improving perinatal outcomes and reducing disparities. These include reducing birth defects by encouraging the consumption of folic acid, reducing the risk of SIDS with the "Back to Sleep" campaign, reducing mother-to-child HIV transmission through testing and treatment with anti-viral drugs, increasing perinatal services through the Title V Maternal and Child Health Services Block Grant, and reducing teen pregnancy through prevention programs.

2006 BOARD OF DIRECTORS

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Carol A. Browning, MD – Neonatologist (retired) (07*)
Aurora Sinai Medical Center, Milwaukee

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Aurora Sinai Medical Center, Milwaukee

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Midelfort Clinic-Mayo Health System, Eau Claire

WAPC Representative:

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Newborn Care Physicians of SE WI, Milwaukee

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Quarles & Brady, LLP, Madison

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Marquette University College of Nursing, Milwaukee

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American Academy of Pediatrics, Elk Grove Village, Illinois

Michael Pritzkow – Branch Manager (07*)
Robert W. Baird & Company, Madison

Mary Rolloff, RN, MSN – Faculty (06*)
Bellin College of Nursing, Green Bay

*Denotes the year the director's term expires

Perinatal Foundation Staff

Ann E. Conway, RN, MS, MPA, Executive Director
Kristine E. Casto, MPH
Anna Lifson, BA
Barbara Wienholtz, AA

2006 CONTRIBUTORS

The Perinatal Foundation expresses sincere gratitude and appreciation to the generous donors who supported its work in 2006. Your contributions enabled the Perinatal Foundation to support healthy outcomes for all mother, babies, and families.

In addition to the monetary contributions listed below, the Perinatal Foundation would like to thank the directors, staff, and others who generously contributed to the success of two major fundraising events—the Madison Junior Woman’s Club “Night at the Casino” on March 4, 2006, and the Foundation’s Silent Auction on April 23, 2006, as part of the WAPC Annual Statewide Perinatal Conference. The dollar value of the contributions to these two events cannot be accurately reflected in this report. However, the Perinatal Foundation acknowledges those who supported the events with generous donations of time, talent, and money.



Thank you!

All efforts have been made to present an accurate and complete list of gifts received between January 1 and December 31, 2006. However, if a correction is necessary, please contact the Foundation office and we will be sure it is addressed at the next possible opportunity.

Partner Level (\$1,000 – \$2,499)

Kyle O. Mounts, MD
WAPC Southeast Region

Provider Level: \$500 - \$999

Newborn Care Physicians of Southeastern Wisconsin
Donald F. Weber, MD

Supporter Level: \$250 - \$499

Carol Browning, MD
Myrtle Bahm Leonard Memorial Scholarship
Dennis Costakos, MD
In honor of the Thomas A. Leonard, MD, Memorial Lecture; Tim Boehmer's WAPC presidency; Elizabeth Leistikow, MD, PhD; father of Frank R. Greer, MD; the Reverend Joseph Tzougros Family; and Pauline Mary Costakos' birthday
In memory of Jack Schneider, MD
Jeffery S. Garland, MD, SC
Dr. Daniel & Jean Gilman
In memory of Phillip Hamilton
Dr. & Mrs. Frank R. Greer
Lisa Hanson, CNM, DNSc
Laurie Hogden, MD
Lauren & Michael Hynan, PhD
In memory of Ann Penrod, Ken Czisny, Sarah Adesso, Tommy Tompkins, Cathy Cowan, Barbara & Ralph Daniels, Dorothy & James McLaughlin, Marsha Leslie Jones, Peg & Wally Mudge, James F. Hynan
In honor of Rosemary K. Hynan and Andrea Leslie
Russell Kirby, PhD, MS, FACE
Michael Pritzkow
Myrtle Bahm Leonard Memorial Scholarship
Susan & Stephen Ragatz, MD

Chris Van Mullem, RNC, MS

In memory of Phillip Hamilton
Julie Kaye & John W. Wolf, MD
In honor of Kyle Mounts, MD
William & Mardelle Wuerger, RN
In memory of Mecca Cranley & Jack Schneider
Myrtle Bahm Leonard Memorial Scholarship

Advocate Level: \$100 - \$249

Anonymous
Tim Boehmer, RPh
Timothy J. Chybowski, MD
Raymon E. Darling, MD
Susan Davidson, MD
Susan B. Garcia
John P. Grausz, MD
Mavis & Stanley Graven, MD
Myrtle Bahm Leonard Memorial Scholarship
Kevin & Charlene Halbert, MD
Stuart Garth Hannah, MD
Perry Henderson, MD
Richard Keeseey & Laurie Tellier, RN, MSN
In memory of Mecca Cranley
Myrtle Bahm Leonard Memorial Scholarship
Pamela J. Kling, MD & Michael W. Rausch, JD
Tracy Kosbau, MBA
Glenn Krieg, CPA
Susan Lanphier
In memory of Reno Kruezfeldt
Luther Midelfort/Mayo Health Systems
In honor of Donald F. Weber, MD, for his many years of service at Luther Midelfort Clinic

2006 CONTRIBUTORS

Paul J. Neary, MD

In memory of Joseph L. Neary

Kathie Nichols & William White

Wilma & Ronald Olson, MD

Myrtle Bahm Leonard Memorial Scholarship

Walter & Karen Pridham, RN, PhD

Mary Rolloff, RN, MSN

Katherine T. Rowan, RNC

Dr. Herbert and Crystal Sandmire

Ana Schaper, RN, MSN, PhD

Walter R. Schwartz, MD

Elizabeth Siitari, MD

Friend Level: \$1 - \$99

Richard A. Aronson, MD, MPH

In memory of Ann Haney

Aurora Sinai Women's Health

Mary Jo Baisch, RN, PhD

Diane Bindl, CNM

In honor of Reedsburg Area Medical Center's Nursing

Staff-OB Department

Lisa A. Brock, RN, BSN, CLE, IBCLC, RLC

Fredrik Broekhuizen, MD

Cheryl Canode, RN

Lorna Cisler-Cahill, MS, RN

Ann E. Conway, MS, MPA, RN

Myrtle Bahm Leonard Memorial Scholarship

Alison K. Dalrymple, MD

Geraldine Diemer, RN, PhD

In memory of Janis Bscherer

Darre Druschke, RNC

Sandra J. Eisenach, RN

Linda Farley, MD

Myrtle Bahm Leonard Memorial Scholarship

Charlene Galston, RNC, BSN, ME-PD, IBCLC

Myrtle Bahm Leonard Memorial Scholarship

David Hoffmann, MD

Teresa K. Johnson, RN

Mille Jones, MPH

In memory of Anita Grand

Emmy Kapusinski, RNC, MS

Kaye Lillesand

In memory of Reno Kruetzfeldt

Rana Limbo, PhD, APRN, BC

Marsha Lindh, RN, BSN

Alice Maki, RN

Linda J. Martin

Ann & Dennis Matz

Carmen McDonald, RN

Janice McIntosh, RNC, BSN

Michele M. Meier, MEd

Heidi L. Mischler, RN

Raja Nandyal, MD

Newborn ICU Friends at Franciscan Skemp Healthcare

In honor of Dennis, Anne, and Chloe Costakos

Corina Norrbom, MD

Maureen O'Reilly, NNP

Nagendram Paidisetty, MD

Jill Paradowski, RN, MS

JoAnn Ruzic, RN

In memory of classmate/roommate Alice Kamin Belcher, RN

Joanne A. Selkurt, MD

Lee & Kathy Stromberg, BSN, RNC

In memory of Anita Grand and Jack Schneider

Lillie Sullivan, RN, BC

Jane E. Taufner, RN

Mary Margaret Thomas, RN

In memory of Anita Grand

Jacquelynn Tillett, ND, CNM

Myrtle Bahm Leonard Memorial Scholarship

In honor of 20 years as a midwife

Marilyn Vandeberg, RN

Myrtle Bahm Leonard Memorial Scholarship

Jacqueline Waldoch, RN

Debra A. Wolff, RN



OUR VISION is to be the leading philanthropic organization promoting excellence in perinatal health care of women, babies, and families.

OUR MISSION:

- Secure new resources and provide stewardship of the endowment fund.
- Conduct needs assessments, evaluate opportunities to make contributions to better perinatal health outcomes, and fund selected needs.
- Partner with the Wisconsin Association for Perinatal Care and other organizations who share our goal of improving perinatal health.
- Support dissemination of successful programmatic and educational models to advance perinatal health in the global community.