On Sunday, April 27, friends of the Foundation gathered to participate in the first-ever Quiz Bowl to benefit the Perinatal Foundation. Sixty-five enthusiastic supporters competed in teams for the rights to the winners’ basket. Questions were patterned on the theme of infant brain development. During the Jeopardy-style competition, teams tested their knowledge on topics ranging from “Brain Change” (brain development) to “Brain Drain” (normal child development that challenges parents). The teams all gave themselves a name of their own choosing and in the end, the “Labor Brains” walked away with the basket of brain-related goodies.

Debra Selip, MD, infant brain specialist and the 2013 Thomas A. Leonard Memorial Lecturer, served as the celebrity “quiz master.” Dr. Selip is from Rush University Medical Center, Department of Pediatrics – Section of Neonatology in Chicago. She kicked off the event with a fun and fascinating overview of infant brain development before launching into the game. Many thanks to Dr. Selip for being such a dynamic MC and sharing her knowledge of infant brain development in a thoroughly fun and interactive way!

Many thanks to all of the Foundation supporters who helped make this event possible, including those volunteers who helped to write questions and those that attended to make this a memorable event!
FUNDRAISING AT THE 2014 WAPC ANNUAL CONFERENCE

Fundraising at the 2014 WAPC Annual Conference kicked off with the first-ever Quiz Bowl on Sunday, April 27, 2014, (See more on page 1.)

On April 28, the Silent Auction brought in $10,356. All proceeds benefit the Perinatal Foundation and its work in improving the health of women, babies, and families. Long-time WAPC member and Perinatal Foundation Board member, Russ Kirby, walked away with the premier trip to Tuscany at the Auction. The Silent Auction tradition began in 2000 as a way to raise money for Perinatal Foundation programs.

The Raffle raised over $2,500 for the Perinatal Foundation. The raffle prizes were an Apple iPod Touch, a $200 Target Gift Card, and a $200 Visa Gift Card. The drawing was on April 29, 2014.

Thank you to all who made these events successful. Watch for information about how you can support the Perinatal Foundation at the 2015 WAPC Annual Conference.
REFLECTIONS FROM THE PRESIDENT
Chris Van Mullem, MS, RNC

Dear Friends and Supporters of the Perinatal Foundation,

I remain overwhelmed by your support of the Perinatal Foundation. Your ongoing donations of your time, talent, and “goods” helps to support the Perinatal Foundation and the Foundation’s sister organization, the Wisconsin Association for Perinatal Care (WAPC). Donations to the Perinatal Foundation directly benefit WAPC through an annual grant which supports our mission of healthy women, babies and families. The inter-relationship with WAPC is synergistic.

The annual meeting of WAPC, held April 27-29 in Wisconsin Dells, provided many opportunities for fund raising for the Foundation as well as opportunities to showcase and build support for the Foundation. For example:

• The Jeopardy-style “Quiz Bowl”: (See related story on page 1.) For the ‘brainiacs’ among us it was a chance for teams to compete on all things brain related. While a fundraiser, it was also an opportunity to build relationships and good will for the Foundation. Many thanks to the Resource Development Committee under the leadership of Amanda Leipold for the development of this fun and challenging activity while raising funds for the Foundation.

• The Thomas A. Leonard, MD, Memorial Lecture, “Perinatal Transport in 2014,” supported by the Foundation was also given at the annual meeting presented by Sabrina Craigo, MD. The Thomas A. Leonard, MD, Memorial Lecture is another example of the goals of Dr. Leonard and the Perinatal Foundation to improve the lives of mothers, infants, and families.

• Your contributions to the silent auction resulted in the second highest revenue for the Silent Auction ever. It’s not too early to think about donations to the 2015 Silent Auction at the WAPC annual meeting in Appleton on April 26-28.

Again, it is through your support and generosity that we can continue to support 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.

Other sources of revenue for the Foundation include return on our investment portfolio and direct appeals. See a listing of current contributors on page 9 of this newsletter.

Lastly, we ask you to consider a planned or a deferred gift to the Foundation through estate planning.

Thank you for your continuing and ongoing support.

With deepest gratitude,

Chris Van Mullem, MS, RNC
President, Perinatal Foundation
Helen F. Callon, RN, CNM, was honored on June 21, 2014, as one of the Indiana University School of Nursing’s Top 100 Alumni Legacy Leaders. The selection committee acknowledged Helen’s selfless contributions to the Perinatal Foundation and WAPC in recognizing her for the honor. Helen was awarded the Distinguished Alumni Award from IU School of Nursing in 1978.

In 1970, Helen was one of the WAPC founders, focusing on the regionalization of obstetric and neonatal services as a necessary component of appropriate perinatal care. In 1975, Helen used her experience in WAPC and Wisconsin as the background for her pivotal article “Regionalizing Perinatal Care in Wisconsin,” published in Nursing Clinics of North America.

As part of its 100th Anniversary Celebration, Indiana University announced the first recipients of the Alumni Legacy Leaders award. The award recognized the outstanding contributions of 100 of the more than 30,000 alumni. The awardees demonstrated exceptional contributions to nursing through education, clinical practice, leadership, and/or research. The breadth and depth of their contributions were considered in conjunction with the types of degrees and years that they were awarded. A competitive submission and review process was used to select the 100 extraordinary alumni for the award.

The Indiana University School of Nursing Alumni Association was unable to locate any of Helen’s living relatives and contacted Perinatal Foundation Executive Director, Ann E. Conway, about accepting the award on Helen’s behalf. The framed award arrived several days later and is now displayed prominently in the Perinatal Foundation/WAPC office. Foundation staff plans to acknowledge the award at the 2015 WAPC Statewide Annual Conference.
With support from the Perinatal Foundation and the Wisconsin Department of Health Services, WAPC hosted a meeting in Madison on July 25, 2014, to explore models of care for women exposed to opioids during pregnancy and their infants. Nearly 200 stakeholders, representing multiple perspectives, gathered to consider and discuss the growing public health issue of opioids and pregnancy. Three content panels explored the issues facing families during pregnancy, at birth, and after discharge from the hospital. The meeting concluded with a reaction panel of experts that summarized the meeting and offered insights and suggestions for future directions to address the needs of women and infants.

WAPC is developing a “blueprint for action” based on the meeting that will provide recommendations for further actions and activities. In addition, the content will inform development of the curriculum for the 2014 Regional Forum Series. (See related article on page 6.)
2014 REGIONAL FORUM SERIES

What can we do to improve the care of women and infants affected by opioids?

WAPC, with support from the Perinatal Foundation, is preparing to answer this question during the 2014 Regional Forum Series.

If a woman takes opioids during pregnancy, prescribed or not, her baby is at risk for developing withdrawal, or neonatal abstinence syndrome (NAS). Over the past 10 years, there has been a significant increase in the number of pregnant women affected by opioids. Consequently, there has also been a significant increase in the number of infants experiencing NAS. In addition, deficits in provider and consumer knowledge and inadequate resources for treatment further compromise care. Solutions are possible, but they require concerted and collaborative efforts of multiple stakeholders.

For the past ten years, WAPC supported an ongoing initiative focused on the needs of women and infants affected by opioids. The Regional Forum Series continues WAPC’s leadership on the issue and will provide opportunities for regional discussions directed toward solutions. The Series follows a successful and informative meeting of stakeholders held on July 25, 2014. (See related article on page 5.)
FINANCE COMMITTEE REPORT

The Committee meets regularly to monitor monthly income and expenses and the portfolio performance under the management of Madison Investment Advisors. The Committee developed a gift acceptance policy, which the Board will consider at its November meeting. The Committee continues to work with WAPC, exploring options for a fund agreement that would allow both organizations to maximize the strengths of the other.

Members of the Committee include Jon Goldstein, Chair; Bonnie Allbaugh, Carol Browning, Chris Van Mullem, and Jean Willard.

RESOURCE DEVELOPMENT COMMITTEE REPORT

The Committee celebrated its most recent fundraising event, the 2014 Quiz Bowl on infant brain development. The number of participants exceeded expectations, as did the enthusiasm of the winners of the grand prize, a basket of brain aids, including food, puzzles, books, and games to promote neuroplasticity. The Committee is working on future events, including the second annual holiday gathering. Watch your emails and the Foundation's Web site (perinatalweb.org) for updates.

FOUNDATION BOARD REPORT

The spring meeting of the Foundation’s Board of Directors included a report from SVA about the process and results of the 2013 financial audit. SVA staff reported that their audit did not identify any deficiencies in internal control that they considered to be material weaknesses. This is the highest opinion that auditors can offer.

Strategic planning was a major agenda item, with director Theresa Elliott facilitating the session. At the conclusion of the meeting, the Foundation had strategic goals, criteria to judge the goals, and responsible groups with a chair for each goal. Stay tuned for further updates.

The directors considered allocations for the 2015 annual budget and allocated 5.5% of the 12-quarter average value of the portfolio to the 2015 budget with 3.5% for WAPC, 1% for programs, and 1% for operating expenses.

Directors reappointed Phillip Nielsen, MSW, Perinatal/Pediatric Social Worker, Mayo Clinic Health System–Franciscan Healthcare, La Crosse, to another term as chair of the Foundation’s Program Committee and reappointed members of the committee for another term.

The Board will meet again on November 6 from 4-8 p.m. at the Foundation offices at 211 S. Paterson St., Madison.
“All attempts should be made to ensure that women and infants at high risk receive care in a facility that provides the required level of specialized obstetric and newborn care,” concluded Sabrina Craig, MD, in her presentation, “Perinatal Transport in 2014.” Dr. Craig gave the Thomas A. Leonard, MD, Memorial Lecture at the 2014 WAPC Statewide Annual Conference in Wisconsin Dells on April 29, 2014, and joined the long list of speakers sponsored by the Perinatal Foundation to honor Dr. Leonard.

Over the years, WAPC conference participants have had opportunities to listen to and interact with speakers such as Robert Goldenberg, Dorothy Brooten, Audrey Saftlas, Cheryl Tatano Beck, Michael Lu, Linda Chaudron, James Collins, Rosemary White-Traut, Peter Cherouny, and Debra Selip. Collectively, these speakers have covered a broad range of perinatal topics representing the breadth of Dr. Leonard’s concern for women, infants, and families.

The Perinatal Foundation established the Thomas A. Leonard, MD, Memorial Lecture in 1989, following Dr. Leonard’s death, as a memorial to him and his contributions to the Perinatal Foundation and WAPC. The WAPC Annual Statewide Conference Planning Committee selects speakers and topics that are a fitting memorial to Dr. Leonard.

Dr. Craig is Professor and Vice Chair of Obstetrics and Gynecology and Director of Maternal Fetal Medicine at Tufts University School of Medicine in Boston. She has published extensively on a broad range of maternal/fetal issues.
Thank You for Your Support!

CONTRIBUTORS

**SUSTAINER LEVEL: + $2,499**
Carol Browning, MD
Myrtle Bahm Leonard Memorial Scholarship Fund

**PARTNER LEVEL: $1,000 - $2,499**
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  *In honor of Julian DeLia for receiving the 2014 Callon-Leonard Award*
  *In honor of Chloe Costakos, a senior at the University of Wisconsin-Madison*
  *In honor Jeanne Rosendale, WAPC President-elect To offset the cost of an iPad*
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The Perinatal Foundation recognizes with gratitude contributions received from July 31, 2013, to August 1, 2014. Many thanks to all donors for their support of our mission to improve the health of women, babies, and families.

Thank You for Your Support!
Thank You for

Dr. Geoffrey R. Swain
  In honor of Liz Zelazek and Jill Paradowski
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If you have a question or correction, please contact Foundation staff at 608-285-5858 or at foundation@perinatalweb.org.

HOW YOU CAN SUPPORT THE PERINATAL FOUNDATION

Here are a few ways you can contribute to the Perinatal Foundation*:

- **Donate online:** [www.perinatalweb.org](http://www.perinatalweb.org)
- **Make an annual gift by check or credit card:** This can be completed online or by phone or mail.
- **Honor a loved one with a commemorative gift:** This is a great way to honor a friend, colleague, or agency that went the extra mile for your family or patient.
- **Designate a gift to a special fund:** You can designate your gift to the Myrtle Bahm Leonard Memorial Scholarship fund or the Thomas A. Leonard, MD, Memorial Lecture fund.
- **Donate securities:** Donations of stocks, bonds, or shares in mutual funds benefit both the Foundation programs and the donor, as donors can receive immediate tax deductions and avoid capital gains taxes.
- **Plan ahead with an estate or other major gift:** You can make a bequest or deferred gift a part of your estate planning.
- **Join the Perinatal Society:** The society honors individuals who have made a commitment of support to the Foundation through a planned or “deferred” gift.

All donations are tax-deductible. The full amount of a gift is a charitable contribution to a 501(c)(3) organization.
*If you would like to mail a donation, an envelope is provided in this newsletter.
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.
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