<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter from the President</td>
<td>3</td>
</tr>
<tr>
<td>Vision/Mission</td>
<td>4</td>
</tr>
<tr>
<td>Contributions</td>
<td>5</td>
</tr>
<tr>
<td>Perinatal Society</td>
<td>11</td>
</tr>
<tr>
<td>Engaging Donors in Ways that Matter</td>
<td>12</td>
</tr>
<tr>
<td>Grants and Programs</td>
<td>14</td>
</tr>
<tr>
<td>WAPC Annual Statewide Perinatal Conference Highlights</td>
<td>14</td>
</tr>
<tr>
<td>Risk-based Care</td>
<td>15</td>
</tr>
<tr>
<td>Wisconsin Perinatal Quality Collaborative (WisPQC)</td>
<td>15</td>
</tr>
<tr>
<td>Regional Forum Series—Quality revisited</td>
<td>15</td>
</tr>
<tr>
<td>Fetal Monitoring Education</td>
<td>16</td>
</tr>
<tr>
<td>Perinatal Foundation Program Committee</td>
<td>17</td>
</tr>
<tr>
<td>Myrtle Bahm Leonard Memorial Scholarship Program</td>
<td>18</td>
</tr>
<tr>
<td>Thomas A. Leonard, MD, Memorial Lecture</td>
<td>19</td>
</tr>
<tr>
<td>Statement of Income and Expense</td>
<td>20</td>
</tr>
<tr>
<td>Board of Directors &amp; Staff</td>
<td>21</td>
</tr>
</tbody>
</table>

www.perinatalweb.org
Dear Friends:

It is a familiar story—a woman’s health and well-being in the months leading up to her pregnancy, through birth and the first year of her newborn’s life are vitally important. And, we know that health care providers are the first line of defense when it comes to ensuring that families have the support and resources they need to have the best possible birth outcome. However, the issues women face during the perinatal period are constantly evolving. With your donation, perinatal care providers can develop the capability and capacity necessary to meet evolving needs and provide the care that women, babies, and families need to get the best possible start in life.

If the Perinatal Foundation didn’t exist, critical perinatal support and services through WAPC would not be available. Without the Foundation’s support of WAPC programs, women’s and infants’ health would be at risk.

One of the highlights of 2016 was being selected for a Goodstock Award by the firm Knupp & Watson & Wallman for an intense pro bono consultation about how to tell the Perinatal Foundation story. How it preserves the legacy of its founders, how it provides stewardship of its endowment, and how it contributes to the kind of care perinatal providers are prepared to give is a story worth telling and retelling.

This report tells the story of just one busy and productive year. Thank you for being part of it through your support. We are deeply appreciative of all that you do to assure a future full of optimism.

With deepest gratitude,

Chris Van Mullem, RNC, MS
President
The VISION of the Perinatal Foundation is to be the leading philanthropic organization promoting excellence in perinatal health care of women, babies, and families.

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.
The Perinatal Foundation is sincerely grateful for and appreciative of the generous donors who supported its work in 2016. Contributions enabled the Perinatal Foundation to support programs to improve health outcomes for all mothers, 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 four major fundraising events—the Foundation’s Silent Auction, raffle, Quiz bowl, and Holiday Gathering. The events brought in a total of $12,710.

All efforts have been made to present an accurate and complete list of gifts received in 2016. However, if a correction is necessary, please contact the Foundation staff, who will make the correction at the next possible opportunity.

**SUSTAINER ($2,500+)**
Carol Browning, MD  
*Myrtle Bahm Leonard Memorial Scholarship Fund*

**PARTNER LEVEL: $1,000 - $2,499**
Ann E. Conway, MS, MPA, RN  
Susan Davidson, MD  
Russell Kirby, PhD, MS, FACE  
Chris Van Mullem, MS, RNC-OB, C-EFM  
Quarles & Brady, LLP

**PROVIDER LEVEL: $500 - $999**
Raymon Darling, MD  
Julie Kessel, MD  
Madison Investment Advisors  
Bill & Mardelle Wuerger, RN, MS

**SUPPORTER LEVEL: $250 - $499**
Fredrik Broekhuizen, MD  
Daniel Gilman, DO, & Jean Gilman, LCSW  
*In memory of Dr. Phil Hamilton*
Jean Mosher, CPA  
*Myrtle Bahm Leonard Memorial Scholarship Fund*  
*In honor of Theresa McBride and Jesse Willard*
CONTRIBUTIONS

Paul J. Neary, MD
In memory of JJS
Phillip Nielsen, MSW
Geoffrey R. Swain, MD
In honor of Liz Zelazek, Jill Paradowski, Carol Browning, and Nancy Maynard

ADVOCATE LEVEL: $100 - $249
Mary Jo Baisch, RN, PhD
Jeff & Janine Bamberger, MS, RDN, CD
   Myrtle Bahm Leonard Memorial Scholarship Fund
   In honor of Nadia who is entering first grade
   In honor of the birth of healthy twins (Henry & Sylvia Sobocinski)
   In honor of Sahar Kayata
Dennis T. Costakos, MD
Thomas A. Leonard, MD, Memorial Lecture Fund
   In honor of Chloe Costakos
   In honor of Dr. Michael Porte
Julian E. De Lia, MD, MBA, FACOG, FACS
   In honor of WAPC staff
Geraldine Diemer, RN, PhD
   Ann Ebert, PharmD
   Deborah Ehrenthal, MD, MPH, FACP
Charlene Galston, RNC-OB, BSN, ME-PD, IBCLC
Sara & Jon Goldstein, CFP®, CHFC®, CLU®, CRPS®, APMASM
Mavis & Stanley Graven, MD
   In memory of Helen Callon
Kim Greiveldinger, RNC
Charles & Janet Hammond, MD
   Thomas A. Leonard, MD, Memorial Lecture Fund
Paul & Kathy Hartke, MD
Paul Hartke, MD
   GE Foundation Matching Gifts Program
Gail Hoyum, RN
Michael Hynan, PhD
Teresa Johnson, PhD, RN
   Myrtle Bahm Leonard Memorial Scholarship Fund
Lynn Kryfke, RN, MSN
   Myrtle Bahm Leonard Memorial Scholarship Fund
   In honor of her granddaughter Seraphina Wren
Renata Laxova, MD, PhD
Rana Limbo, PhD, RN, CPLC, FAAN
Lisa Lokken, MSN, RNC-OB, C-EFM, CNS-BC
Margaret Malnory, MSN, RN
Barbara Martin
CONTRIBUTIONS

Nancy Maynard  
*Myrtle Bahm Leonard Memorial Scholarship Fund*

Michele (Micki) Meier, MEd, EC:EEN

Sheri & Kyle Mounts, MD, MPH

Caroline Ognenoff, RN, BSN

Susan & Stephen Ragatz, MD

Tania Riske  
*Myrtle Bahm Leonard Memorial Scholarship Fund*

Jeanne Rosendale, MSN, RNC, C-EFM

Walter R. Schwartz, MD  
*Myrtle Bahm Leonard Memorial Scholarship Fund*

Danae Steele, MD

Marianne Weiss, DNSc, RN

FRIEND LEVEL: $1 - $99

Bonnie Allbaugh, RN, MS

Teri Andacht-Genal, RN, BSN, IBCLC

Michele Armstrong  
*In memory of Ann Haney*

Richard Aronson, MD  
*In memory of Ann Haney*

Tina Marie Baeten, MSW, LCSW, CSAC, ICS

Daniel Bier & Ann Knapstein Bier

Cheryl L. Canode, RNC-NIC, BSN  
*Myrtle Bahm Leonard Memorial Scholarship Fund*

In memory of Patricia Weber, RN

Howard & Marilyn Christensen  
*Thomas A. Leonard, MD, Memorial Lecture Fund*

Nancy Comello, DNP, CNM

Sarah Coyne, JD

Erin Cronn, RN

Lynn Dahlen, BSN, RNC-NIC

Kathy Doran

Rebecca Eberhardt, RN, BSN

Roseanne Ebert, RN, BSN, OB Director

Jennifer Gendrich, BSN, RN

Claire Gervais, MD

Katie Gillespie, RN

Elizabeth Goetz, MD, MPH, IBCLC, FAAP

Ruth Hankes

Kirsten Houghton, CPA

Alicia Iannece, RN

Paula Jolly  
*In honor of the NICU staff at Aurora Baycare, Green Bay*

Cynthia Jungwirth, RNC-OB, C-EFM, MSN
CONTRIBUTIONS

Melissa Kadlec
Bill & Linda Kent, RN, MSN
Deborah Keyes
Karen Klemp
Mary Koehnke, MSN, RN
  In memory of Mr. & Mrs. Joseph Weinfurter
Mike Kollath, CPA
Amanda Leipold, JD
Jamie Limjoco, MD, MS
Carrie Lord, MSN, RNC-OB
Brigitte Luy
  Thomas A. Leonard, MD, Memorial Lecture Fund
Mary Clare Marth
Audrey & Ryan McAdams, MD
Regina Mosby, RNC, MSN
Sally Norlin, RD, CD
Jill Paradowski, RN, MS
  In memory of Joseph Weinfurter
  In honor of Anne Weinfurter
De-Ann Pillers, MD, PhD
Diane M. Platten, RNC, BSN
Walter & Karen Pridham, RN, PhD
Rhett Reuter

Julie Rice, RN
Ann Richow, RNC
Ruth Rodda, RN, MSN
Angela Rohan, PhD
Mary Rolloff, PhD, RN, CNE
Rob Roquitte, CFA
Gabrielle Rude, CPHQ, PhD
Carolyn Rumph, RD, CD
Charles Schaubeger, MD, MS
Deborah Schumacher, RNC
Janet Simdon, RNC
Rebecca Sinicki, RN, BSN
Lee & Kathy Stromberg, RN, BC
Jane Taufner, RN
  Myrtle Bahm Leonard Memorial Scholarship Fund
Mary M. Thomas, RN
  Thomas A. Leonard, MD, Memorial Lecture Fund
Katie Waddell
Sarah Walder, RN, MSN, APNP, NNP-BC
William White
Mary & Richard Zachman, MD
Laura Ziebarth, RN, MSN
**Silent Auction Contributors**

<table>
<thead>
<tr>
<th>Silent Auction Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teri Andacht Genal</td>
</tr>
<tr>
<td>Apple Holler</td>
</tr>
<tr>
<td>Aspirus NICU and Birthing Center staff</td>
</tr>
<tr>
<td>Heather Bader</td>
</tr>
<tr>
<td>Badger Sports Park</td>
</tr>
<tr>
<td>Bellin Health</td>
</tr>
<tr>
<td>Betty Lou Cruises</td>
</tr>
<tr>
<td>Books Are Fun</td>
</tr>
<tr>
<td>Fredrik Broekhuizen</td>
</tr>
<tr>
<td>Capital Genealogy</td>
</tr>
<tr>
<td>Loraine Carley</td>
</tr>
<tr>
<td>Cave of the Mounds</td>
</tr>
<tr>
<td>Children's Museum of La Crosse</td>
</tr>
<tr>
<td>Clare Rose Photography</td>
</tr>
<tr>
<td>Comedy Club on State</td>
</tr>
<tr>
<td>Ann E. Conway</td>
</tr>
<tr>
<td>Dennis, Anne, and Chloe</td>
</tr>
<tr>
<td>Costakos</td>
</tr>
<tr>
<td>Culver's</td>
</tr>
<tr>
<td>Lynn Dahlen</td>
</tr>
<tr>
<td>Dragonfly Hot Yoga</td>
</tr>
<tr>
<td>DuWayne's Salon</td>
</tr>
<tr>
<td>Experimental Aircraft Association (EAA)</td>
</tr>
<tr>
<td>Foodfight Restaurant Group</td>
</tr>
<tr>
<td>Charlene Galston</td>
</tr>
<tr>
<td>German Fest Milwaukee, Inc.</td>
</tr>
<tr>
<td>Jon Goldstein</td>
</tr>
<tr>
<td>Guthrie Theater</td>
</tr>
<tr>
<td>Marcia Hagen</td>
</tr>
<tr>
<td>Lisa Hanson</td>
</tr>
<tr>
<td>Gail Hoyum</td>
</tr>
<tr>
<td>Maggie Joosten</td>
</tr>
<tr>
<td>Debbie Kenzler</td>
</tr>
<tr>
<td>Janet Letter</td>
</tr>
<tr>
<td>Jiffy Lube</td>
</tr>
<tr>
<td>John G. Shedd Aquarium</td>
</tr>
<tr>
<td>Julia Grace Salon</td>
</tr>
<tr>
<td>Teresa Lass</td>
</tr>
<tr>
<td>Le Personal Chef, LLC</td>
</tr>
<tr>
<td>Amanda Leipold</td>
</tr>
<tr>
<td>Lisa Lokken</td>
</tr>
<tr>
<td>Madison Magazine</td>
</tr>
<tr>
<td>Micki Meier</td>
</tr>
<tr>
<td>Mercy Medical Center</td>
</tr>
<tr>
<td>Milwaukee Bucks</td>
</tr>
<tr>
<td>Milwaukee County Zoo</td>
</tr>
<tr>
<td>Milwaukee Irish Fest</td>
</tr>
<tr>
<td>Milwaukee Repertory Theater</td>
</tr>
<tr>
<td>Milwaukee Wave</td>
</tr>
<tr>
<td>Northern Sky Theater</td>
</tr>
<tr>
<td>Caroline Ognenoff</td>
</tr>
<tr>
<td>Orange Tree Imports</td>
</tr>
<tr>
<td>Peninsula Players Theatre</td>
</tr>
<tr>
<td>PRP Wine International</td>
</tr>
<tr>
<td>Racine Art Museum</td>
</tr>
<tr>
<td>Radisson Paper Valley Hotel</td>
</tr>
<tr>
<td>Raised Grain Brewing Company</td>
</tr>
<tr>
<td>Rejuvenation Spa</td>
</tr>
<tr>
<td>Mary Rolloff</td>
</tr>
<tr>
<td>Carolyn Rumph</td>
</tr>
<tr>
<td>Seaglass Fine Art Photography</td>
</tr>
<tr>
<td>Jennifer Seering</td>
</tr>
</tbody>
</table>
CONTRIBUTIONS

Jackie Sevallius
Sheelagh Dalziel
Sprecher Brewing Company
St. Elizabeth’s Hospital
Stoughton Opera House
Tempo Ballroom & Latin Dance Studio
Ten Pin Alley
Bonnie Teuteberg
The Milwaukee Admirals
The Osthoff Resort
Three Sisters Design
Tyrol Basin Ski & Snowboard Area
University Book Store
Chris Van Mullem
WAPC Board of Directors
WAPC Annual Conference Planning Committee
Anne Weinfurter
Wine and Hop Shop
Wisconsin Conservatory of Music
Wisconsin Restaurant

Association
Wisconsin Timber Rattlers
Wisconsin Union Theater
Judy Zunk
The Perinatal Society

Since its inception in 2004, the Perinatal Society maintained the goal of attracting donors who were committed to the long-term success of the Foundation through “deferred” gifts. These include stocks, mutual funds, bequests, retirement accounts, life insurance policies, etc. Pledges of support are used to assure the best possible start in life for future generations of mothers, babies, and families.

The Perinatal Foundation is deeply grateful for the commitment of the distinguished members of the Perinatal Society:

- Jennifer Ahlers, RN
- Carol A. Browning, MD
- Dana Frank
- Charles Hammond, MD
- Perry A. Henderson, MD
- Renata Laxova, MD, PhD
- Laurie B. Tellier, RN, MSN

For additional information about planned and deferred giving options to support the work of the Perinatal Foundation for years to come, please contact Ann E. Conway at conway@perinatalweb.org.
In 2016, the Perinatal Foundation Board of Directors continued its commitment to understanding Perinatal Foundation donors and engaging them in giving options, while communicating the mission and goals of the Foundation. The Foundation’s purpose is to build strong and lasting relationships with supporters.

The Foundation engaged donors in “dinners with donors,” the “Quiz Bowl,” Holiday Gathering, and year-end appeal.

**Dinner with Donors**—Started in 2015, directors and staff invite people who have provided leadership to the Perinatal Foundation to enjoy dinner and engage in conversation about the history of the Foundation, research projects the Foundation funded, the Foundation’s role in WAPC’s development, and advice for future leaders. The dinner conversations are rich in information, but more importantly in identifying shared values about why people support the Perinatal Foundation.

**2016 Quiz Bowl**—The Foundation hosted its third Quiz Bowl, a fundraiser in the form of a Jeopardy-style game of trivia. The event, held at the Osthoff Resort in Elkhart Lake, WI, on April 24, brought together donors and guests for an evening of competition and laughs. The winning team demonstrated its generosity by donating its prize to the Foundation’s Silent Auction, which followed.

*Quiz Bowl winners (l to r bottom row) Judy Maresca, Marianne Weiss, (l to right top row) Cresta Jones, Linda Kent, Lisa Lokken, Allen Cooper, Sarah Walder, and Janice Ancona*
**Holiday Gathering**—Quarles & Brady in downtown Madison generously provided a beautiful and festive setting for the 2016 Annual Holiday Gathering. On December 6, guests enjoyed delicious food and drinks, fundraising, door prizes, and a presentation featuring past Callon-Leonard Award winners. Pictured are previous winners, Karen Pridham, Mardelle Wuerger, Chris Van Mullem, Russell Kirby, and Dan Bier.

The Callon-Leonard Award is presented to an individual who has made a significant contribution to perinatal care in Wisconsin.

Through the generosity of Foundation supporters, the Annual Holiday Gathering successfully raised over $8,000.

**Year-end Appeal**—The Foundation engaged donors in December 2016, by publishing the annual appeal video. Rather than communicate with donors by mail, the video showed donors how if the Perinatal Foundation did not exist, critical support and services through WAPC would not be available, putting women and infants’ health at risk.
WAPC Annual Statewide Perinatal Conference Highlights

The 2016 WAPC Annual Conference was held for the first time at the Osthoff Resort in Elkhart Lake on April 24-26. Participants were treated to many outstanding educational sessions. The plenary speakers included Jeanette Zaichkin, RN, MN, NP-BC, and Kevin P. Boyd, DO.


Kevin P. Boyd, DO, closed the conference with “Use of Fetal MRI in Prenatal Diagnosis and Prognosis: Womb—There it is!” The engaging presentation made the use of magnetic resonance imaging for fetal assessment highly accessible. Dr. Boyd is an attending pediatric radiologist and assistant professor in the Department of Radiology at the Medical College of Wisconsin, Children’s Hospital of Wisconsin in Milwaukee.
Risk-based Care

Since 2006, WAPC has promoted its Levels of Care initiative and has encouraged birth hospitals to complete self-assessment surveys to evaluate the level of obstetric and neonatal services they provide. The initiative is based on the fundamentals described in the *Guidelines for Perinatal Care*, 7th Edition, a joint publication from the American College of Obstetricians and Gynecologists and the American Academy of Pediatrics.

WAPC actively focused attention on the Levels of Care at the 2016 Annual Conference by identifying birth hospitals that had successfully completed the self-assessment process or updated their obstetric services surveys. In addition, M. Kathryn Menard, MD, MPH, presented the Thomas A. Leonard, MD, Memorial Lecture on levels of maternal care. (See page 19 for a description of Dr. Menard’s presentation.)

Wisconsin Perinatal Quality Collaborative (WisPQC)

The Perinatal Foundation continued its support of the Wisconsin Perinatal Quality Collaborative. In 2016, WisPQC launched data collection for its inaugural initiative, maternal hypertension. The initiative identified four measures, 1) maternal length of stay after delivery; 2) prenatal education; 3) provider education; and 4) neonatal admission or transfer to a facility offering a higher level of care. In September, WisPQC launched a second cohort in the initiative.

While continuing to track maternal length of stay, consumer education, and neonatal admissions, WisPQC expanded the impact of the initiative by adding additional measures focused on treatment of high-risk women with low-dose aspirin, appropriate management of severe range hypertension, and severe maternal morbidity. Work on the initiative was greatly facilitated by PeriData.Net®, the perinatal data platform developed by WAPC.

Regional Forum Series—Quality revisited

The title of the 2016 Regional Forum Series was “Accelerating Improvement Across the Continuum: Treating Hypertension in Pregnancy and Postpartum and Antibiotic Stewardship for Newborns—What’s the Connection?”

At one level it may be difficult to appreciate the connection between the two topics. Teams of speakers, however, traveled to each of WAPC’s seven regions and deftly wove the topics into presentations that highlighted the basic tenets of quality improvement and demonstrated to forum participants that everyone could, and should, be part of the process.
Fetal Monitoring Education

The WAPC Fetal Monitoring Lunch and Learn Series, “Beyond the Basics: The Art and Science of Tracing Interpretation,” has become a mainstay in fetal monitoring education since its launch in 2013. In 2016, 301 learners participated in the live Webinars and another 425 took advantage of the archived Webinars in the WAPC Online Classroom. The Lunch and Learn Series gives participants an opportunity to learn from expert instructors using case studies and evidence-based materials.

With support from the Foundation, the Fetal Monitoring Work Group began developing Web-based content on fetal monitoring to replace the Fetal Monitoring CD-ROM. The support is a continuation of the Foundation’s commitment to the health of women and infants as the Foundation provided funding to develop the original CD-ROM in 2001.
The Foundation’s Program Committee is charged with establishing and implementing “a program to meet the Foundation’s mission, providing broad impact and visibility for the Foundation.”

To meet the charge, Committee members are responsible for developing a programmatic needs assessment and plan to identify funding priorities that:

- Are reflective of the Vision and Mission of the Foundation, and
- Support the Foundation mission goal, “Partner with the Wisconsin Association for Perinatal Care and other organizations which share the goal of improving perinatal health.”

The Committee is chaired by Phillip Nielsen, MSW, a perinatal social worker from Mayo Clinic Health System-Franciscan Healthcare in La Crosse, and includes members representing a broad range of experience in perinatal health.

Committee members are:

- Mary Jo Baisch, RN, PhD
- Michael Hynan, PhD, parent of a premature infant
- Paul Koch, MD, SCM
- Margaret Malnory, MSN, RN
- Paul Neary, MD
- Heather Pauls, JD, parent of a premature infant
- Chris Van Mullem, MS, RNC-OB, C-EFM
- Robin Wright, MD
Myrtle Bahm Leonard Scholarship Program
The 2016 recipients of the Myrtle Bahm Leonard scholarships were Katie Cade, Caitlyn Larsen, Elizabeth Raymond, Jillian M. Smith, Brianna Davidson, Brianna Chlebowski, and Rhonda Bjerknes. The scholarships underwrite the cost of childcare expenses for students pursuing careers in the health care field. All of the recipients have children in a college-run childcare program.

Begun in 1994, the Perinatal Foundation established the scholarship program to honor the legacy of Mrs. Leonard. She and her husband, Thomas A. Leonard, MD, extended generosity to young people getting their professional starts in life. To date, the scholarship fund has made a difference in the lives of 56 college students and their families.

The Foundation makes awards to the University of Wisconsin-Eau Claire, University of Wisconsin – Milwaukee, and Madison College.

To donate to the scholarship fund, visit the Foundation’s Web site and donate online.

The Foundation extends heartfelt congratulations to Elizabeth Raymond for graduating in May with her Bachelor of Science in Nursing degree from the University of Wisconsin – Milwaukee. According to Elizabeth, receiving the scholarship allowed her to continue school full-time. “Without a doubt, the scholarship allowed me to continue my degree.” Elizabeth successfully completed the transition from student nurse to RN and works in a cardiovascular intensive care unit at a Milwaukee-area hospital.
M. Kathryn Menard, MD, MPH, gave the Thomas A. Leonard, MD, Memorial Lecture on Tuesday, April 26. Dr. Menard’s presentation, “Levels of Maternal Care: The new ‘Toward Improving the Outcomes of Pregnancy’”, addressed the important issue of assuring risk-appropriate perinatal care. Her timely presentation reaffirmed WAPC’s long history of improving systems of care for women and infants. Dr. Menard is a professor in the Department of Obstetrics and Gynecology at the University of North Carolina School of Medicine in Chapel Hill, NC.
**Statement of Income and Expenses January 1 – December 31, 2016**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>Program Services</td>
</tr>
<tr>
<td>$31,272</td>
<td>Grants and Awards*</td>
</tr>
<tr>
<td>Publications</td>
<td>$74,536</td>
</tr>
<tr>
<td>$1,668</td>
<td>Perinatal Health Education**</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$35,736</td>
</tr>
<tr>
<td>$229,404</td>
<td>Total Program Services</td>
</tr>
<tr>
<td>Donated Services</td>
<td>$110,272</td>
</tr>
<tr>
<td>Total Revenue</td>
<td><strong>Total Supporting Services</strong></td>
</tr>
<tr>
<td>$266,394</td>
<td>$93,531</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting Services</th>
<th>Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and General</td>
<td>$203,803</td>
</tr>
<tr>
<td>Fundraising</td>
<td><strong>Change in Unrestricted Net Assets</strong></td>
</tr>
<tr>
<td>$68,932</td>
<td>$62,591</td>
</tr>
<tr>
<td>$24,599</td>
<td><strong>Net Assets, Unrestricted, Beginning</strong></td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>$3,239,945</td>
</tr>
<tr>
<td>$93,531</td>
<td><strong>Net Assets, Unrestricted, Ending</strong></td>
</tr>
</tbody>
</table>

| Change in Unrestricted Net Assets| $62,591                         |
| Net Assets, Unrestricted, Beginning| $3,239,945                      |
| Net Assets, Unrestricted, Ending  | $3,302,536                      |

*Includes Myrtle Bahm Leonard Memorial Scholarship & Thomas A. Leonard, MD, Memorial Lecture.

**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 2016, it included an unrestricted grant of $55,840 and support for staff salaries of $55,840.

The long-standing policy of the Perinatal Foundation is to grow assets through professionally managed investment practices. The Foundation Finance Committee oversees the investments and assures adherence to its policies. The Foundation Board is involved in all major financial decisions. The ratio of functional expenses for 2016 is --54% to program, --34% to general and administrative, and --12% to fundraising. An audited copy of the financial statement prepared by SVA Certified Public Accountants, S.C., is available from the Perinatal Foundation staff.
### BOARD OF DIRECTORS & STAFF

#### EXECUTIVE COMMITTEE

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Position/Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Chris Van Mullem, RNC, MS</td>
<td>Sussex, WI</td>
<td></td>
</tr>
<tr>
<td>Nominating Committee Chair</td>
<td>Russell S. Kirby, PhD, MS, FACE</td>
<td>Professor and Marrell Endowed Chair</td>
<td>Dept. of Community and Family Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>University of South Florida</td>
<td>College of Public Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tampa, FL</td>
<td>Black River Falls, WI</td>
</tr>
<tr>
<td>Vice President</td>
<td>Charlene Galston</td>
<td>RNC, BSN, ME-PD, IBCLC</td>
<td>Staff Nurse-Obstetrics &amp; Outreach</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Perinatal Educator</td>
<td>Black River Falls Memorial Hospital</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Black River Falls, WI</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Jean Mosher, CPA</td>
<td>Reilly, Penner &amp; Benton, LLP</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>Secretary</td>
<td>Ann Ebert, PharmD</td>
<td>WAPC Representative</td>
<td>Perinatal Clinical Pharmacy Specialist</td>
</tr>
<tr>
<td></td>
<td></td>
<td>UnityPoint Health-Meriter</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>WAPC Representative</td>
<td>Paul Neary, MD</td>
<td>Clinical Associate Professor</td>
<td>UW School of Medicine and Public Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Department of Pediatrics</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>Vice President</td>
<td>Charlene Galston</td>
<td>RNC, BSN, ME-PD, IBCLC</td>
<td>Staff Nurse-Obstetrics &amp; Outreach</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Perinatal Educator</td>
<td>Black River Falls Memorial Hospital</td>
</tr>
<tr>
<td>Secretary</td>
<td>Ann Ebert, PharmD</td>
<td>WAPC Representative</td>
<td>Perinatal Clinical Pharmacy Specialist</td>
</tr>
<tr>
<td></td>
<td></td>
<td>UnityPoint Health-Meriter</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Jean Mosher, CPA</td>
<td>Reilly, Penner &amp; Benton, LLP</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>Nominating Committee Chair</td>
<td>Russell S. Kirby, PhD, MS, FACE</td>
<td>Professor and Marrell Endowed Chair</td>
<td>Dept. of Community and Family Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>University of South Florida</td>
<td>College of Public Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tampa, FL</td>
<td>Black River Falls, WI</td>
</tr>
<tr>
<td>WAPC Representative</td>
<td>Paul Neary, MD</td>
<td>Clinical Associate Professor</td>
<td>UW School of Medicine and Public Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Department of Pediatrics</td>
<td>Madison, WI</td>
</tr>
</tbody>
</table>
Fredrik Broekhuizen, MD
Professor, Department of Obstetrics and Gynecology
Medical College of Wisconsin
Milwaukee, WI

Jon D. Goldstein, CFP®, CHFC®, CLU®, CRPC®, CRPS®, APMA®
Private Wealth Advisor
Goldstein & Associates
A private wealth advisory practice of Ameriprise Financial Services, Inc.
Madison, WI

Jon Kammerzelt, JD, MPA
Attorney
Quarles & Brady, LLP
Madison, WI

Phillip Nielsen, MSW
WAPC Representative
Perinatal/Pediatric Social Worker
Mayo Health System
La Crosse, WI

Amanda Leipold, JD
Regulatory Compliance Attorney
WPS Health Solutions
Madison, WI

www.perinatalweb.org
STAFF
Ann E. Conway, MS, MPA, RN, Executive Director
Eva Fassbinder Brummel, MPH, Communication Specialist
Jenee Jerome, MA, Program Coordinator
Kyle Mounts, MD, MPH, Program Director
Barbara J. Wienholtz, Executive Assistant/Event Planner

Perinatal Foundation
211 S. Paterson Street
Suite 250
Madison, WI 53703
Email: foundation@perinatalweb.org
Web: www.perinatalweb.org

www.facebook.com/WAPCandPF
https://twitter.com/WIPerinatal