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DEAR FRIENDS AND COLLEAGUES,

THANK YOU FOR ANOTHER YEAR supporting perinatal health in Wisconsin! Through your involvement and support, we continue to have a positive impact on families throughout the state. Whether it is sponsoring childcare for aspiring providers, funding thought-provoking lectures, or launching innovative educational delivery systems, the Perinatal Foundation is moving the health of Wisconsin forward.

We continue to work hard to steward your contributions well to engage in efforts that honor the legacy of our founders as well as colleagues whom we have cherished and recently lost. Our existence ensures that a lifelong dedication to improving outcomes for moms and babies lives on in our work.

The annual report is not only a recent history of the Perinatal Foundation’s impact on Wisconsin, but also a roadmap for how you can be a part of that impact. As you read, you will see the many and varied ways the work of the Perinatal Foundation contributes to meet the changing needs of families and providers in Wisconsin. Please view this report as an invitation for you to be involved with the Perinatal Foundation as we move towards a healthier Wisconsin!

With deepest gratitude,
Chris Van Mullem, MS, RNC-OB, C-EFM
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 2017. 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, 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 2017. However, if a correction is necessary, please contact the Foundation staff, who will make the correction at the next possible opportunity.

2017 CONTRIBUTIONS

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

PARTNER LEVEL: $1,000 - $2,499
Richard & Susan Davidson, MD
Russell Kirby, PhD, MS, FACE
Chris Van Mullem, MS, RNC-OB, C-EFM

PROVIDER LEVEL: $500 - $999
Michael Hynan, PhD
Paul J. Neary, MD
- In memory of Joseph and Helen Neary
- In memory of JJS
Rob Roquitte
Donald F. Weber, MD
Bill & Mardelle Wuerger, RN, MS
WAPC-Fox Valley Region
2017 CONTRIBUTIONS (CONTINUED)

SUPPORTER LEVEL: $250 - $499
Julian De Lia, MD
Julie Duley, RN
  - Myrtle Bahm Leonard Memorial Scholarship Fund
Don & Charlene Galston, RNC-OB, BSN, ME-PD, IBCLC
  - Myrtle Bahm Leonard Memorial Scholarship Fund
  - In memory of Thomas J. Conway
Daniel Gilman, MD
  - In memory of Phil Hamilton, MD
Jon Goldstein & Associates
Teresa & Jeff Johnson, PhD, RN
  - Myrtle Bahm Leonard Memorial Scholarship Fund
  - In honor of Jay and Graham Geske
Renata Laxova, MD, PhD
  - Thomas A. Leonard, MD, Memorial Lecture Fund
Margaret Malnory, MSN, RN
Jean Mosher, CPA
Phillip Nielsen, MSW
In memory of Thomas J. Conway
Caroline Ognenoff, RN, BSN
Laurie Tellier, MSN, RN
  - Myrtle Bahm Leonard Scholarship Fund
  - In honor of Anna Halsey Lifson, MSW
  - In memory of Thomas J. Conway

ADVOCATE LEVEL: $100 - $249
Judy Ayer
Janine Bamberger, MS, RDN, CD
  - In honor of Riley Bamberger
Fredrik Broekhuizen, MD
Ann Conway, MS, MPA, RN
  - Myrtle Bahm Leonard Scholarship Fund
  - In honor of Oscar and Damien Gumm
Anne & Dennis Costakos, MD
  - Thomas A. Leonard, MD, Memorial Lecture Fund
  - In memory of Thomas J. Conway
Geraldine Diemer, RN, PhD
Ann Ebert, PharmD
Jeffery S. Garland, MD
  - Thomas A. Leonard, MD, Memorial Lecture Fund
Katie Gillespie, RN
Stanley & Mavis Graven, MD
Kim Greiveldinger, RNC
Lisa Hanson, PhD, CNM, FACNM
Gail Hoyum, RN
Cresta Jones, MD
Katherine Kostrivas, RNC, MBA
Lisa Lokken, MSN, RNC-OB, C-EFM, CNS-BC
Barbara Martin
- In memory of C.B. Martin, Jr., MD
Micki Meier, M.Ed, EC:EEN
Lisa Mosier
- Myrtle Bahm Leonard Memorial Scholarship Fund
Robert Perelman, MD
Courtney Pickar, MS, ACNS-BC, RNC-OB
Walter & Karen Pridham
Jeanne Rosendale, MSN, RNC, C-EFM
Walter R. Schwartz, MD
- Thomas A. Leonard, MD, Memorial Lecture Fund
Danae Steele, MD
WAPC-Western Region
- In memory of Thomas J. Conway

FRIEND LEVEL: $1 - $99
Bonnie Allbaugh, RN, MS
- Myrtle Bahm Leonard Scholarship Fund
Teri Andacht Genal, RN, BSN, IBCLC
Michele Armstrong
Richard Aronson, MD, MPH
Black River Memorial Hospital, OB Dept.
- Myrtle Bahm Leonard Memorial Scholarship Fund
Linda Baxter Page

Daniel Bier & Ann Knapstein Bier
Robert & Janis Cada
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
James & Marjorie Dahl
Rena Doyle
Anne Eglash, MD
Cheri Everson
- In memory of Bonneda Lee Siebecker Harebo
Mary Flynn
Kathleen Frigge, MS, RN, CEFM
Jeffery Garland, MD, SM
Claire Gervais, MD
Nicholas & Sarah Gnadt, PharmD, BCPS
Elizabeth Goetz, MD
Carla Griffin, MSN, RNC, NE-BE
HSHS St. Vincent Hospital
Kirsten Houghton, CPA
Jenee Jerome, MA
- Myrtle Bahm Leonard Memorial Scholarship Fund
- In memory of Thomas J. Conway
2017 CONTRIBUTIONS (CONTINUED)

Cynthia Jungwirth, RNC-OB, C-EFM, MSN
Julie Kessel, MD
Kathleen Kett, MSN, CNM
Myrtle Bahm Leonard Memorial Scholarship Fund
In memory of Dorothy Macha
Deborah Keyes, RN
Evelyn Kriegisch
Donna Larson, RN
Deborah Lassanske, RNC
Audrey Laszewski
Amanda Leipold, JD
Brigitte Luy
Gerald J. & Mary Clare Marth
Nina Menda, MD
Keri Meverden
Kyle Mounts, MD, MPH
Sally Norlin, RD, CD
Jill Paradowski, RN, MS
- In honor of the WAPC staff
Jim Stangel & Nan Peterson, RN, MS
Holly Rauen, RNC
Rhett Reuter, CPA
Julie Rice, RN

Angela Rohan, PhD
Mary Rolloff, PhD, RN, CNE
Carolyn Rumph, RD, CD
- Myrtle Bahm Leonard Memorial Scholarship Fund
- In memory of Thomas J. Conway
Charles Schaubberger, MD
Deborah Schumacher, RNC
Kimberly Seeger, MD, FAAP
Zachary Stowe, MD
Kathy Stromberg, RN, BC
Erin Tenney, CNM, WHNP, DNP
Mary M. Thomas
- Thomas A. Leonard, MD, Memorial Lecture Fund
Vicki Truscott-Tridle, BA, CSW
- Myrtle Bahm Leonard Memorial Scholarship Fund
Phil Waara
Sarah Walder, RN, MSN, APNP, NNP-BC
Mandy Walter, RN, BSN, MSN
Sarah Weitz
Barbara Wienholtz
- Myrtle Bahm Leonard Memorial Scholarship Fund
- In memory of Thomas J. Conway
Judy Zunk, MS, RD, CSP, CD
- In memory of Thomas J. Conway
2017 SILENT AUCTION CONTRIBUTORS

American Players Theatre
Janice Ancona
Aspirus NICU/Birthing Center Staff
Aurora Health Care, Inc.
Donald & Kathern Axelsen
Badger Sports Park
Cassandra Belotti
Betty Lou Cruises
Frits Broekhuizen
Burger Fusion Company
Capital Genealogy
Cave of the Mounds
Children’s Museum of La Crosse
Clare Rose Photography
Comedy Club on State
Ann Conway
Culver’s
Lynn Dahlen
Ann Ebert
Bobbie Einsiedel
Elmaro Vineyard
Experimental Aircraft
Association (EAA)
First Stage
Charlene Galston
Amy L. Gilliland
Marcia Hagen
Lisa Hanson
Holy Family Memorial
Jerome Family
Jiffy Lube
Cresta Jones
Julia Grace Salon
Debbie Kenzler
Kneaded Relief Day Spa and Wellness
Lands’ End
Teresa Lass
Le Personal Chef
Amanda Leipold
Lisa & Rick Lokken
Madison Children’s Museum
Madison Mallards
Madison Originals
Margaret Malnory
Marcus Center for the Performing Arts
Mark & Micki Meier
Mercy Medical Center
Milwaukee County Zoo
Milwaukee Magazine
Milwaukee Repertory Theater
Nakoma Golf Club
Marilyn Noll
Northern Sky Theater
Not Quite Dressed
Juli Novak
Caroline Ognenoff
Olbrich Botanical Society
Orange Tree Imports
Peninsula Players Theatre
PRP Wine International
Quiz Bowl Winners
Radisson Paper Valley Hotel
Stephan Ragatz
Raised Grain

WWW.PERINATALWEB.ORG
2017 SILENT AUCTION CONTRIBUTORS (CONTINUED)

Rejuvenation Spa
Mary Rolloff
Jeanne Rosendale
Kris Rubbert
Carolyn Rumph
Schlitz Audubon Nature Center
Sea Glass Fine Glass Photography
Jackie Sevallius
Shedd Aquarium
St. Elizabeth Hospital
Stoughton Opera House
Taliesin Preservation
Tempo Ballroom
& Latin Dance Studio
Ten Pin Alley
The House on the Rock
The Osthoff Resort
The Second City & Up Comedy Club of Chicago
The Trout Museum of Art
The University Book Store
Suzanne Toce

Tundra Lodge Resort & Waterpark
Chris Van Mullem
Marijke van Roojen
WAPC Northeast Region
WAPC Western Region
Willy Street Co-op
Wine and Hop Shop
Wisconsin Dells Visitor & Convention Bureau
Wisconsin Timber Rattlers
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 Foundation’s support continues for generations to come.

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 Eileen Zeiger at zeiger@perinatalweb.org.
ENGAGING DONORS

IN 2017, 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. In 2017, Board member Amanda Leipold, met with Karen and Walt Pridham. Karen is a long-time supporter of the Foundation and received grants from the Foundation to support her innovative research.

2017 QUIZ BOWL—The Foundation hosted its 4th annual Quiz Bowl, a fundraiser in the form of a Jeopardy-style game of trivia. The event was held at the Wisconsin Association for Perinatal Care (WAPC) Annual Conference at the Kalahari Resort in Wisconsin Dells, inviting participants for an evening of
competition and fun while testing their knowledge on “Hope, Perseverance and Growth: Traits of Perinatal Patients and Providers.” The winning team demonstrated its generosity by donating its prize to the Foundation’s Silent Auction, which followed.

HOLIDAY GATHERING—Friends of the Perinatal Foundation gathered on December 14, 2017, for the 5th Annual Holiday Gathering, helping continue what has become a favorite Foundation tradition. Quarles & Brady in downtown Madison generously provided a beautiful and festive setting while guests enjoyed delicious food and drinks, fundraising, and door prizes. The theme of the event was, “Honoring the Past and Looking to the Future,” celebrated by a slide show of past WAPC members and Foundation supporters.

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

YEAR-END APPEAL—The Foundation engaged donors in December 2017, by publishing the annual appeal video. Rather than communicate with donors by mail, the video showed donors how the Perinatal Foundation gives hope to families by funding professional education for perinatal caregivers.
THE PERINATAL FOUNDATION is a founding partner of the Wisconsin Perinatal Quality Collaborative (WisPQC), and Foundation staff members play a crucial role in the administrative support of WisPQC and its initiatives.

One of the highlights of the year was the Centers for Disease Control and Prevention selecting WisPQC for a five-year grant that is renewed annually. Foundation leaders and staff worked closely with WisPQC members to develop a grant that would increase the capacity of WisPQC, strengthen the data infrastructure, and improve care and outcomes for women and infants affected by opioids. The grant includes plans for three clinical initiatives: 1) improving identification of infants at risk for neonatal abstinence syndrome (NAS)/neonatal opioid withdrawal syndrome (NOWS); 2) improving identification of women with opioid use disorder; and 3) improving care for women with opioid use disorder.

In 2017, WisPQC launched its second major initiative, human milk feeding. The goal of the initiative was to have as many infants as possible receive human milk. In keeping with its mission to address health across the perinatal spectrum, WisPQC selected nine measures spanning the prenatal period through the infant’s first year of life. Participants could select measures relevant to their work settings and track progress on the measures. See the table below for a complete list of measures.

Twenty-five hospitals expressed interest in the initiative. Of those, 18 submitted data on at least one measure and 15 participated in the Learning Collaborative sessions. WisPQC members decided to continue the initiative into 2018. For more information on WisPQC and its initiatives, go to the WisPQC Web site: https://wispqc.org.
THE 2017 REGIONAL FORUM SERIES, “Filling the Gap: What Families Need, What Providers Need,” was designed and developed to focus on strategies for improving health outcomes for women and infants affected by substance use disorders. With funding from the Foundation, the planning group extended WAPC’s work on and commitment to improving care for women and infants. The 184 participants learned components of a supportive environment and a process for collaborative care planning, both necessary to assure comprehensive care. One of the key aspects of the presentations was the focus on stigma, including its effects on health care providers and women receiving care. Many participants commented on the impact the presentations had in changing their understanding and awareness of the challenges faced by women with substance use disorders.

The topic also resonated outside the health care community. Perinatal Foundation/WAPC Communications Specialist, Eva Fassbinder Brummel,
sent press releases about the Forums to local media outlets in each region. WXOW in La Crosse interviewed Foundation Board member Phillip Nielsen before the Western Region’s forum. Mr. Nielsen captured a critical factor in understanding substance use: “We know that trauma and chemical dependency often go hand-in-hand, so we recognize the inter-relatedness of some of these issues.”

THE FOUNDATION’S IMPACT ON CONTINUING EDUCATION

WITH FUNDING from the Perinatal Foundation, WAPC was able to begin developing the infrastructure for a new Learning Management System (LMS). The old system lacked functionality necessary for a satisfactory user experience, for example, “searchability.” Further, the old system was cumbersome for staff members to add additional courses. The new LMS debuted in early 2018.

The funding decision was timely. More learners took advantage of WAPC’s educational activities in 2017 than in any other year. The graph below shows the number of learners for selected educational activities for the years 2013-2017. The first column in each series shows the total number of learners. The total number of learners increased by 55% from 2016 to 2017 and by 133% from 2013 to 2017. The largest contributor to the overall increase was from learners who participated in the archived Fetal Monitoring Lunch and Learn sessions in the online classroom. WAPC began adding the recorded Webinars to the online classroom in 2014.

The number of learners taking advantage of the Lunch and Learn sessions in the online classroom increased tenfold between 2014 and 2017. The Foundation has
provided support for the Fetal Monitoring Lunch and Learn sessions since the program’s inception. The Foundation also provided the support necessary to convert the content from the outdated Fetal Monitoring Interactive CD-ROM to a Web-based platform. The updated format will allow learners easier access to the materials. A proportion of revenue generated from the activity will go to the Foundation.

LEARNERS BY SELECTED ACTIVITY TYPE, 2013-2017

- Total Learners
- Annual Conference
- Live Fetal Monitoring Webinars
- Archived Fetal Monitoring Webinars
- Regional Forum Series
THE 2017 recipients of the Myrtle Bahm Leonard scholarships were Katie Cade, Brianna Davidson, Caitlyn Larsen, Brittany Walls, and Ashley Zander.

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 67 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.
Camara Phyllis Jones, MD, MPH, PhD, Senior Fellow, Morehouse School of Medicine, Atlanta, GA, gave the Thomas A. Leonard, MD, Memorial Lecture on Tuesday, May 2. Dr. Jones delivered a thought-provoking lecture on Achieving Health Equity: Tools for a National Campaign Against Racism. Dr. Jones’s presentation illustrated three levels of health intervention (health services, addressing social determinants of health, and addressing social determinants of equity) using a “Cliff Analogy” to relate their effectiveness. She also spoke to the three levels of racism (institutionalized, personally-mediated, and internalized) found in society and eloquently wove the examples into the Gardener’s Tale allegory.
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 2017 is: 55% to program; 33% 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.

### STATEMENT OF INCOME AND EXPENSE

**Statement of Income and Expenses January 1 – December 31, 2017**

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<th>INCOME</th>
<th>EXPENSES</th>
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<td>Contributions</td>
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<td>Grants and Awards*</td>
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<td>Perinatal Health Education**</td>
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<td>Change in Unrestricted Net Assets</td>
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<td>Net Assets, Unrestricted, Ending</td>
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</tbody>
</table>

*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 2017, it included an unrestricted grant of $56,243 and support for staff salaries of $56,243.**
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Madison, WI

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Staff Nurse-Obstetrics & Outreach
Perinatal Educator
Black River Falls Memorial Hospital
Black River Falls, WI

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Madison, WI

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Professor and Marrell Endowed Chair
Dept. of Community and Family Health
University of South Florida
College of Public Health
Tampa, FL

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UW School of Medicine & Public Health
Madison, WI
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