



WISCONSIN WOMEN'S
HEALTH FOUNDATION

FINANCIAL STATEMENTS

December 31, 2019 and 2018

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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
Wisconsin Women's Health Foundation, Inc.
Madison, Wisconsin

We have audited the accompanying financial statements of Wisconsin Women's Health Foundation, Inc., which comprise the statements of financial position as of December 31, 2019 and 2018, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Wisconsin Women's Health Foundation, Inc. as of December 31, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Adoption of New Accounting Guidance

As discussed in Note 1 to the financial statements, Wisconsin Women's Health Foundation, Inc. adopted the Financial Accounting Standards Board's Accounting Standards Update (ASU) No. 2014-09, *Revenue from Contracts with Customers (Topic 606)*, and all subsequently issued clarifying ASUs and ASU No. 2018-08, *Not-For-Profit Entities (Topic 958): Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*, as of January 1, 2019. Our opinion is not modified with respect to this matter.

Wegner CPAs LLP
Wegner CPAs, LLP
Madison, Wisconsin
June 10, 2020

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
STATEMENTS OF FINANCIAL POSITION
December 31, 2019 and 2018

	2019	2018
ASSETS		
Cash	\$ 157,323	\$ 205,239
Receivables	382,630	409,563
Unconditional promises to give	85,818	219,871
Inventory	4,957	5,458
Prepaid expenses	5,711	5,112
Investments	4,798,940	3,924,617
Equipment, net	-	2,582
Total assets	\$ 5,435,379	\$ 4,772,442
LIABILITIES		
Accounts payable	\$ 45,049	\$ 82,560
Accrued liabilities	37,860	34,627
Deferred revenue	160,156	252,415
Total liabilities	243,065	369,602
NET ASSETS		
Without donor restrictions	5,032,314	4,127,782
With donor restrictions	160,000	275,058
Total net assets	5,192,314	4,402,840
Total liabilities and net assets	\$ 5,435,379	\$ 4,772,442

See accompanying notes.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
STATEMENTS OF ACTIVITIES
Years Ended December 31, 2019 and 2018

	2019	2018
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
REVENUES		
Contributions	\$ 360,592	\$ 340,631
Grants and contracts	2,097,275	1,819,652
Total revenues without donor restrictions	2,457,867	2,160,283
EXPENSES		
Program services		
Outreach, education, and screening	926,764	804,592
Pregnancy programs	714,424	763,614
Research, community, and grants	5,067	20,780
Financial assistance	546,902	459,032
Supporting activities		
Management and general	180,188	167,213
Fundraising	189,330	230,655
Total expenses	2,562,675	2,445,886
NET ASSETS RELEASED FROM RESTRICTIONS		
Expiration of time restrictions	145,058	174,067
Satisfaction of purpose restrictions	-	20,000
Total net assets released from restrictions	145,058	194,067
Change in net assets without donor restrictions before investment return	40,250	(91,536)
Investment return, net	864,282	(320,747)
Change in net assets without donor restrictions	904,532	(412,283)
CHANGES IN NET ASSETS WITH DONOR RESTRICTIONS		
Contributions	30,000	127,000
Net assets released from restrictions	(145,058)	(194,067)
Change in net assets with donor restrictions	(115,058)	(67,067)
Change in net assets	789,474	(479,350)
Net assets at beginning of year	4,402,840	4,882,190
Net assets at end of year	<u>\$ 5,192,314</u>	<u>\$ 4,402,840</u>

See accompanying notes.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
STATEMENT OF FUNCTIONAL EXPENSES
Year Ended December 31, 2019

	Outreach, Education, and Screening	Pregnancy Programs	Research, Community, and Grants	Financial Assistance	Management and General	Fundraising	Total Expenses
Automobile	\$ -	\$ -	\$ -	\$ -	\$ 270	\$ -	\$ 270
Bank service fees	-	-	-	-	2,525	1,880	4,405
Conferences and seminars	55,078	6,657	-	-	1,663	1,118	64,516
Contractual and consultant	121,783	14,794	-	1,632	1,154	12,610	151,973
Depreciation	-	-	-	-	2,582	-	2,582
Educational materials and printing	31,373	9,364	-	-	4,140	12,881	57,758
Equipment	5,103	1,933	-	-	8,598	-	15,634
Equipment rental and location rental	6,016	6,602	-	1,174	734	32,668	47,194
Equipment repairs	-	-	-	73	66	-	139
Fees, honorariums and stipends	859	74	-	-	4,218	1,942	7,093
Fiscal assistance	3,617	-	-	419,848	125	-	423,590
Food and entertainment	-	18	-	-	3,358	48,528	51,904
Health messages and screenings	36,316	8,574	-	48	2,294	939	48,171
Incentives	15,926	41,066	-	-	-	52	57,044
Insurance, licenses, and permits	3,797	2,058	-	356	7,034	305	13,550
Internet development and service charges	1,579	3,528	-	319	54	281	5,761
Marketing and public relations	200	45	-	-	-	242	487
Occupancy	19,288	23,330	-	3,763	2,352	470	49,203
Participant fees/site payments	100	-	-	-	-	-	100
Personnel	587,195	531,272	-	111,847	111,847	55,923	1,398,084
Postage	4,745	4,124	-	2,549	841	1,665	13,924
Professional fees	-	-	-	-	11,000	-	11,000
Scholarships, grants and contributions	-	-	5,067	-	-	-	5,067
Staff development and training	737	3,856	-	-	1,059	-	5,652
Supplies and operating	11,932	12,472	-	3,842	11,681	15,118	55,045
Telephone	5,286	5,519	-	1,451	363	206	12,825
Travel and lodging	15,834	39,138	-	-	2,230	2,502	59,704
Total expenses	\$ 926,764	\$ 714,424	\$ 5,067	\$ 546,902	\$ 180,188	\$ 189,330	\$ 2,562,675

See accompanying notes.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
STATEMENT OF FUNCTIONAL EXPENSES
Year Ended December 31, 2018

	Outreach, Education, and Screening	Pregnancy Programs	Research, Community, and Grants	Financial Assistance	Management and General	Fundraising	Total Expenses
Automobile	\$ -	\$ -	\$ -	\$ -	\$ 152	\$ -	\$ 152
Bank service fees	-	-	-	-	3,108	2,328	5,436
Conferences and seminars	61,175	13,379	-	-	1,587	2,233	78,374
Contractual and consultant	114,543	43,211	-	1,206	328	4,998	164,286
Depreciation	-	-	-	-	5,629	-	5,629
Educational materials and printing	21,489	6,932	-	-	4,298	12,967	45,686
Equipment	1,552	6,777	-	-	1,153	-	9,482
Equipment rental and location rental	5,792	9,501	-	1,219	457	30,180	47,149
Equipment repairs	2,148	2,879	-	452	170	170	5,819
Fees, honorariums and stipends	5,198	645	-	-	2,300	1,615	9,758
Fiscal assistance	-	-	-	341,758	-	-	341,758
Food and entertainment	183	63	-	69	2,594	54,432	57,341
Health messages and screenings	5,236	16,287	-	1,338	793	-	23,654
Incentives	3,422	36,779	-	-	200	539	40,940
Insurance, licenses, and permits	6,057	7,602	-	1,252	2,475	561	17,947
Internet development and service charges	2,179	4,108	-	523	313	223	7,346
Marketing and public relations	574	-	-	-	849	22,721	24,144
Occupancy	10,811	13,656	-	2,276	854	854	28,451
Personnel	523,286	541,284	56	101,393	118,975	71,842	1,356,836
Postage	6,276	3,576	-	2,877	2,964	1,094	16,787
Professional fees	-	-	-	-	10,250	-	10,250
Scholarships, grants and contributions	-	-	20,724	-	-	-	20,724
Staff development and training	1,284	3,310	-	-	95	-	4,689
Supplies and operating	14,750	8,629	-	3,530	7,046	20,713	54,668
Telephone	3,525	7,380	-	1,120	200	300	12,525
Travel and lodging	15,112	37,616	-	19	423	2,885	56,055
Total expenses	\$ 804,592	\$ 763,614	\$ 20,780	\$ 459,032	\$ 167,213	\$ 230,655	\$ 2,445,886

See accompanying notes.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
STATEMENTS OF CASH FLOWS
Years Ended December 31, 2019 and 2018

	2019	2018
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 789,474	\$ (479,350)
Adjustments to reconcile change in net assets to net cash flows from operating activities		
Amortization of discount on unconditional promises to give	-	(2,883)
Depreciation	2,582	5,629
Net realized and unrealized (gains) losses on investments	(742,328)	472,645
(Increase) decrease in assets		
Receivables	26,933	(57,524)
Unconditional promises to give	134,053	55,137
Inventory	501	350
Prepaid expenses	(599)	92
Increase (decrease) in liabilities		
Accounts payable	(37,511)	33,680
Accrued liabilities	3,233	14,545
Deferred revenue	(92,259)	180,450
Net cash flows from operating activities	84,079	222,771
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchases of investments and interest reinvested	(181,995)	(151,898)
Proceeds from sales of investments	50,000	40,870
Net cash flows from investing activities	(131,995)	(111,028)
Net change in cash	(47,916)	111,743
Cash at beginning of year	205,239	93,496
Cash at end of year	\$ 157,323	\$ 205,239

See accompanying notes.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 1—SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities

Wisconsin Women's Health Foundation, Inc. (Foundation) provides health services and education for women and families. The mission is to innovate, impact, and improve women's health.

Receivables

Receivables primarily represent amounts due from grants and contracts. Receivables are stated at the amount management expects to be collected from outstanding balances. As of December 31, 2019 and 2018, management has determined, based on historical experience, that all amounts are fully collectible and no allowance for doubtful accounts is necessary.

Promises to Give

Unconditional promises to give are recognized as revenues in the period received and as assets, decreases of liabilities, or expenses depending on the form of the benefits received. Conditional promises to give are recognized only when the conditions on which they depend are substantially met and the promises become unconditional.

Inventory

Inventory consists of bracelets and is stated at the lower of cost or net realizable value. Cost is determined by the first-in, first-out method.

Investments

Investments in marketable securities with readily determinable fair values are stated at fair value in the statements of financial position. Net realized gains and losses on sales of investments are determined on the basis of specific identification of the cost of the security sold. Net unrealized gains and losses are included in the change in net assets in the accompanying statements of activities.

Equipment

All acquisitions of equipment in excess of \$2,500 and all expenses for repairs, maintenance, renewals, and betterments that materially prolong the useful lives of assets are capitalized. Equipment is carried at cost or, if donated, at the approximate fair value at the date of donation. Depreciation is computed using the straight-line method over the estimated useful lives of the assets.

Contributions

Contributions that are restricted by the donor are reported as increases in net assets without donor restrictions if the restrictions expire (that is, when a stipulated time restriction ends or purpose restriction is accomplished) in the reporting period in which the revenue is recognized.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 1—SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

All other donor-restricted contributions are reported as increases in net assets with donor restrictions, depending on the nature of the restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from donor restrictions.

Donated Services

Donated services are recognized as contributions if the services (a) create or enhance nonfinancial assets or (b) require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Foundation. Volunteers also provide various services throughout the year that are not recognized as contributions in the financial statements since the recognition criteria are not met.

Expense Allocation

The financial statements report certain categories of expenses that are attributable to more than one program service or supporting activity. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. All expenses, except bank service fees and professional fees, are allocated on the basis of estimates of time and effort.

Outreach, Education, and Screening

The Foundation provides women's health outreach, education, and screening programs, and materials rooted in evidence-based prevention of the diseases and conditions that most impact Wisconsin women's health (cancer, diabetes prevention, dementia, domestic violence, heart health, mental health, oral health and alcohol and smoking cessation for pregnant women). Also, the Foundation partners with volunteer nurses who conduct educational sessions with women in their communities. Nurses are trained by the Foundation and report all outreach efforts and outcomes.

Pregnancy programs

Statewide programs to help pregnant women quit smoking and stay alcohol-free. These programs provide education, resources, and incentives that are provided during one-on-one counseling sessions.

Research, community, and grants

Grants to help women researchers in academic medicine achieve leadership positions and to advance research projects in the areas of women's health. Community grants to sponsor activities that address women's health and awards to promote the work of Champions in women's health across the state of Wisconsin.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 1—SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Financial assistance

Administer the Komen Southeast Wisconsin Breast Fund (The Fund) under the direction of the Southeast Wisconsin affiliate of the Susan G. Komen for the Cure and is a subcontractor for the Komen Treatment Access Fund (KTAF) on behalf of Public Health-Madison and Dane County funded by Susan G. Komen –South Central Wisconsin. The Fund is the “community safety net” that provides financial assistance to uninsured and underinsured men and women of any age in Southeast Wisconsin who are at or below 400% of the federal poverty level. Funds cover breast health screening services; and for people with breast cancer, access to treatment services. The KTAF helps cover costs associated with screening and treatment for breast cancer for individuals that do not have coverage and/or have limited resources to cover those services. The Foundation processes the claims for clients receiving services through the KTAF.

Management and general

Management and general activities relate to the overall direction of the Foundation and include activities of the board of directors, business management, finance, and general recordkeeping.

Fundraising

Fundraising activities include soliciting contributions from individuals, organizations, and others.

Estimates

Management uses estimates and assumptions in preparing financial statements. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported revenues and expenses. Actual results could differ from those estimates.

Adoption of New Accounting Guidance

On May 28, 2014, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) No. 2014-09, *Revenue from Contracts with Customers (Topic 606)*. The ASU and all subsequently issued clarifying ASUs supersedes the revenue recognition requirements and most industry-specific guidance in U.S. generally accepted accounting principles. The core principle of the new guidance is that an entity recognizes revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. The new guidance also includes a cohesive set of disclosure requirements that will provide users of the financial statements with comprehensive information about the nature, amount, timing, and uncertainty of revenue and cash flows arising from the entity's contracts with customers.

The Foundation adopted the requirements of the new guidance as of January 1, 2019, using the modified retrospective method of transition. In applying the new guidance, the Foundation elected to use the practical expedient that allows the guidance to be applied only to contracts that were not complete as of January 1, 2019.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 1—SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

The majority of the Foundation's revenue is recognized at a point in time based on the transfer of control. Revenue recognized over time primarily consists of performance obligations that are satisfied within one year or less. In addition, the majority of the Foundation's contracts do not contain variable consideration and contract modifications are generally minimal.

The adoption of the new guidance did not have a significant impact on the Foundation's financial statements. The majority of the Foundation's revenue arrangements generally consist of a single performance obligation to transfer promised goods or services. Based on the Foundation's evaluation process and review of its contracts with customers, the timing and amount of revenue recognized previously is consistent with how revenue is recognized under the new guidance.

Also, on June 21, 2018, the FASB issued ASU No. 2018-08, *Not-for-Profit Entities (Topic 958): Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*. The ASU provides a more robust framework for evaluating whether transactions such as grants and similar contracts with government agencies and others should be accounted for as exchange transactions or contributions. The ASU also assists entities in determining whether a contribution is conditional. The Foundation adopted the requirements of the ASU as of January 1, 2019. The changes in the ASU have been applied on a modified prospective basis, that is, the changes have been applied to agreements that are either not completed as of January 1, 2019, or entered into after that date.

Income Tax Status

The Foundation is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. In addition, the Foundation qualifies for the charitable contribution deduction under Section 170(b)(1)(A) and has been classified as an organization other than a private foundation under Section 509(a)(2).

Date of Management's Review

Management has evaluated subsequent events through June 10, 2020, the date which the financial statements were available to be issued.

NOTE 2—ECONOMIC DEPENDENCY

The Foundation receives approximately 50% of its funding from the Wisconsin Department of Health Services.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 3—PROMISES TO GIVE

Unconditional promises to give are as follows:

	<u>2019</u>	<u>2018</u>
Receivable in less than one year	\$ 85,818	\$ 171,813
Receivable in one to five years	-	50,000
	<u>85,818</u>	<u>221,813</u>
Total unconditional promises to give	85,818	221,813
Discount to net present value	-	1,942
	<u>85,818</u>	<u>219,871</u>
Net unconditional promises to give	<u>\$ 85,818</u>	<u>\$ 219,871</u>

Unconditional promises to give receivable in more than one year are discounted at 3%.

NOTE 4—INVESTMENTS

Investments are comprised of the following:

	<u>2019</u>	<u>2018</u>
Money market	\$ 149,362	\$ 85,950
Balanced funds	261,661	215,903
Mutual funds		
Stock funds	3,498,311	2,809,961
Taxable bond funds	889,606	812,803
	<u>4,798,940</u>	<u>3,924,617</u>
Investments	<u>\$ 4,798,940</u>	<u>\$ 3,924,617</u>

NOTE 5—EQUIPMENT

Equipment consists of the following:

	<u>2019</u>	<u>2018</u>
Vehicle	\$ 28,147	\$ 28,147
Office equipment	7,912	7,912
	<u>36,059</u>	<u>36,059</u>
Equipment	36,059	36,059
Less accumulated depreciation	36,059	33,477
	<u>-</u>	<u>2,582</u>
Equipment, net	<u>\$ -</u>	<u>\$ 2,582</u>

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 6—NET ASSETS

Net assets with donor restrictions are restricted for the following purposes or periods:

	2019	2018
Breast cancer scholarships and grants	\$ 70,000	\$ 60,000
For subsequent years' activities	90,000	215,058
Net assets with donor restrictions	\$ 160,000	\$ 275,058

NOTE 7—FAIR VALUE MEASUREMENTS

Fair values of assets measured on a recurring basis at December 31, 2019 and 2018 are as follows:

	Quoted Prices in Active Markets for Identical Assets (Level 1)	
	2019	2018
Mutual funds		
Stock funds	\$ 3,498,311	\$ 2,809,961
Taxable bond funds	889,606	812,803
Balanced funds	261,661	215,903
Total	\$ 4,649,578	\$ 3,838,667

NOTE 8—LEASES

The Foundation leases office equipment under an operating lease which requires monthly payments of \$1,000 until March 2022. Rent expense for the years ended December 31, 2019 and 2018 was \$12,000 and \$12,000, respectively. Future minimum payments for 2020 and 2021 are \$12,000 each with a final payment in 2022 of \$3,000.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 9—DONATED SERVICES

Included in outreach, education, and screening are event productions, marketing, and consultant expenses. Corresponding amounts are also recognized as revenue. The fair value of donated services for December 31, 2019 and 2018 are as follows:

	2019	2018
Event productions	\$ -	\$ 4,540
Marketing	-	19,200
Consultant	29,885	-
Total donated services	\$ 29,885	\$ 23,740

NOTE 10—RETIREMENT PLAN

The Foundation sponsors a 401(k) retirement plan that covers all employees who are at least 18 years of age. The Foundation matches 50% up to 6% of the employee's contributions, with the maximum match of 3%. Employees are 100% vested in all contributions made on their behalf. Retirement expense for 2019 and 2018 was \$28,816 and \$29,644, respectively.

NOTE 11—LIQUIDITY AND AVAILABILITY

The table below reflects the Foundation's financial assets as of the statement of financial position reduced by amounts that are not available to meet general expenditures within one year of the statement of financial position date because of contractual or donor-imposed restrictions.

	2019	2018
Financial assets, at year-end:	\$ 5,424,711	\$ 4,759,290
Less those unavailable for general expenditures within one year, due to:		
Contractual or donor-imposed restrictions:		
Restricted by donor with purpose or period restrictions	160,000	275,058
Financial assets available for cash needs for general expenditures within one year	\$ 5,264,711	\$ 4,484,232

The Foundation strives to maintain liquid financials assets sufficient to cover 90 days of general expenditures. As a grant and donor-funded organization, the Foundation receives contributions each year from donors on a regular basis, which are available to meet annual cash needs for general operating expenditures.

WISCONSIN WOMEN'S HEALTH FOUNDATION, INC.
NOTES TO FINANCIAL STATEMENTS
December 31, 2019 and 2018

NOTE 12—SUBSEQUENT EVENTS

Management has evaluated subsequent events through June 10, 2020, the date which the financial statements were available to be issued. As a result of the spread of the COVID-19 coronavirus, economic uncertainties have arisen that could impact operating results. The related financial impact and duration cannot be reasonably estimated at this time.