## EXECUTIVE STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Sue Ann Thompson</td>
<td>Founder</td>
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<tr>
<td>Tommi Thompson, MBA</td>
<td>Executive Director</td>
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<tr>
<td>Julie Whitehorse</td>
<td>Director of Administration</td>
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<tr>
<td>Kristine Alaniz, MPH</td>
<td>Director of Programs</td>
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<tr>
<td>Emily Sullivan</td>
<td>Director of Systems Solutions</td>
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## WWHF BOARD MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Molly Carnes, M.D., Board Chair</td>
<td>Professor &amp; Director, Center for Women's Health Research, UW-Madison</td>
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<tr>
<td>Carol Markos, Vice President</td>
<td>Vice President, The Markos Foundation</td>
</tr>
<tr>
<td>Janeen Meehan, Secretary</td>
<td>Community Volunteer and Retired School Principal</td>
</tr>
<tr>
<td>Essie Whitelaw, Treasurer</td>
<td>Semi-Retired, Health Insurance Consultant</td>
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<tr>
<td>Michele Bauer, M.D.</td>
<td>Chief Medical Officer, Group Health Cooperative of Eau Claire</td>
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<tr>
<td>Lisa A. H. Cudahy</td>
<td>Community Activist</td>
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<tr>
<td>Marilyn Follen, RN, MSN</td>
<td>Retired Coordinator, Advance Care Planning, Marshfield Clinic Health System</td>
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<tr>
<td>Jane Blain Gilbertson</td>
<td>CEO &amp; Owner, Blain's Farm &amp; Fleet and Blain Supply, Inc.</td>
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<tr>
<td>Jake Orville, MBA</td>
<td>General Manager of Pipeline, Exact Sciences</td>
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<tr>
<td>Jim Riordan</td>
<td>Retired President and Chief Executive Officer Emeritus, WI Physicians Service Insurance</td>
</tr>
<tr>
<td>Jason Thompson, JD</td>
<td>Business Developer &amp; Attorney, Michael Best &amp; Friedrich</td>
</tr>
<tr>
<td>Sue Ann Thompson</td>
<td>Founder, Wisconsin Women's Health Foundation</td>
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Dear friends, thank you.

In a year of uncertainty, you chose generosity, and because of that, we were able to continue our vital work. Despite the challenges of a demanding and daunting year, our programs forged ahead.

You helped us provide women with evidence-based health education on essential topics like mental health, self-care and stress. You helped us provide smoking cessation interventions to pregnant individuals and their families. You helped us connect people with the health and social services they needed (especially during a pandemic). You helped us innovate, impact, and improve women’s health in Wisconsin!

Your investment means real change in real families’ lives, and to reflect our deep appreciation for your continued support, we’ve dubbed our 2020 Annual Report the "Gratitude Report."

Together in women’s health,

Tommi Thompson, Executive Director

The Wisconsin Women's Health Foundation (WWHF) is a 501(c)3 nonprofit organization that provides free health education and outreach programming for women and families in Wisconsin. The WWHF operates three programs across Wisconsin with a mission to innovate, impact, and improve women’s health.
**COVID-19 RESPONSE**

With your support, not only were we able to maintain our regular services*, but WWHF programs also increased or developed the following during 2020:

**FIRST BREATH**
- Screening and referrals for basic needs, mental health, substance use, and more
- **Electronic communications** to share COVID-19 updates and social needs resources
- “Welcome baby” delivery kits with masks, hand sanitizer, COVID-19 safety info, and coloring books (pictured left)

**GRAPEVINE**
- **Webinar** presentations
- Educational format types to better support virtual learning and facilitation

**WELL BADGER**
- **COVID-19 webpage** added to wellbadger.org with general information and services for those impacted by the pandemic
- **COVID-19 online resource guide**
- **Electronic communications** to share updates, resources, and promote connection

"Thank you for doing this [session] virtually! It was much needed, especially now during COVID-19."
- GrapeVine Participant

In 2020, Well Badger saw an increase in individuals and families (service recipients) reaching out for help for health and social services.

- **27%** Increase in Service Recipients
- **144%** Increase in Referrals
- **78%** Increase in Referrals per Service Recipient

* Moved to virtual March 2020
Your donations and sponsorships had life-changing impacts on the lives of Wisconsin women and their families in 2020.

- 77% of First Breath families achieved smoke-free homes.
- 84% of First Breath families achieved zero infant exposure to tobacco smoke.
- 89% of surveyed GrapeVine participants reported that they learned new health information.
- 6,242 referrals were made to connect individuals with health and social services.
- 681 women received breast cancer screenings or access to treatment.
- 44% of First Breath participants remained smoke-free at six months postpartum.
- 100% of surveyed GrapeVine session attendees reported feeling motivated to take action to improve their health.

Visit wwhf.org/about/annual-reports for full program details.

5,000 INDIVIDUALS SERVED IN 2020.
"I'm highly impressed with First Breath. They met my needs and were very patient and encouraging. I'm so motivated to stay quit, my husband is smoke free now too, I wish I could eventually help others meet there goals too!"

FIRST BREATH PARTICIPANT

"She helped with everything I needed. Listened to what I had to say and gave me the best info. I received useful resources catered to the needs of my family."

WELL BADGER PARTICIPANT

"Thank you for offering this session virtually. COVID has left me and many of my friends feeling isolated and now that we have attended this, we will do our own little zoom meeting to discuss [the women’s health topic] in detail."

GRAPEVINE PARTICIPANT
2020 Financial Overview

To see a copy of the 990 Tax Form, please visit wwhf.org/about/annual-reports/

Income ($2,634,027)

- Contributions ($296,151) 11.2%
- Net assets released from restrictions ($83,166) 3.2%
- Grants, Contracts & Forgivable Loans ($2,254,710) 85.6%

Expenses ($2,603,367)

- Fundraising ($84,198) 3.2%
- Management & General ($224,525) 8.6%
- Financial Assistance ($435,643) 16.7%
- Research, Community & Grants ($20,000) 0.8%
- Outreach, Education & Screening ($1,022,617) 39.3%
- Perinatal Health ($816,384) 31.4%

Change in net assets without donor restrictions before investment return $30,660
Investment activity $626,448
Change in net assets without donor restrictions $657,108
Change in net assets with donor restrictions $126,834
Change in net assets $783,942
Net assets - end of year $5,976,256
We're grateful for our hundreds of partners, donors and volunteers who are passionate about women's health. Thanks to you, we were able to continue our vital work in 2020 and keep moving forward. Your support helped us to **innovate, impact and improve women's health in Wisconsin**. Thank you!

### 2020 DONORS & SPONSORS

We're grateful for our hundreds of partners, donors and volunteers who are passionate about women’s health. Thanks to you, we were able to continue our vital work in 2020 and keep moving forward. Your support helped us to **innovate, impact and improve women's health in Wisconsin**. Thank you!

#### $10,000+

- Centene Charitable Foundation
- The Cudahy Foundation
- Exact Sciences Corporation
- The Markos Foundation, Inc.
- Mick & Jane Gilbertson
- James Riordan
- Tommy & Sue Ann Thompson
- UnityPoint Health - Meriter
- UW Health
- WPS Health Solutions

#### $5,000 - $9,999

- ABC Supply Co., Inc.
- Clinical Trials Network of WI
- Dental Health Associates of Madison, Ltd.
- Richard & Karen Grosse
- Janeen Meehan
- Navitus Health Solutions
- Physicians Realty Trust

#### $2,000 - $4,999

- Affiliated Engineers
- American Transmission Company
- Aurora Health Care
- Green Bay Packers Give Back
- Gypsum Flooring, Inc.
- Hallmark Drywall, Inc.
- Kikkoman Foods Foundation, Inc.
- Mary Krall
- Parfitt Facial Cosmetic Surgery Center, Inc.
- Park Bank
- Robert W. Baird & Co., Inc.
- UW Department of Obstetrics & Gynecology
- UW Department of Radiology

#### $1,000 - $1,999

- Jason & Erin Adamany
- Joanne Kutter
- Sandria Maass
- Mary P. Burke Fund for Girls & Women
- Nora Miller
- Park Capital Management
- Jason & Notesong Thompson
- Walmart
- Art & Jen Wirtz
- Ken Woodford

#### $500 - $999

- Alliant Energy Foundation, Inc.
- Tom Duffy
- Eric & Jane Englund

#### $500 - $999 (CONT)

- Marilyn Foss
- Christopher Iglar & Kelli Thompson
- Yvonee Mahoney
- Kevin & Beth Murphy
- Scott & Kathryn Neitzel
- Dr. Barbara Prindiville
- Reiland Family Fund
- Katherine Stadler
- Gary & Terri Steinhauer
- Clay & Chelsea Tibbetts
- Ben Voelkel
- Georgiana Wilton

#### $300 - $499

- Dan & Marilyn Follen
- JJ Giese
- Mark & Sarah Gruen
- Jeffrey Gunderson
- Herb Kohl Philanthropies
- Jennifer & Karl Krug
- Cary & Brenda McNatt
- Karen Romadka
- Erin E Scallon
- Randal & Patricia Smith
- Rampaiapan Srisopark
- George & Patricia Steil
- Edward Terry
- Lori Wetzel
- Greg & Julie Whitehorse

#### $200 - $299

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- Samantha Allison
- Amtelco, American Tel-A-Systems, Inc.
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- Kevin & Kathleen Brown
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- Liz Henry
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- Gerard Randall
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Kim Shaul
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Thomas & Ellen Vanderboom
Trista Whitehorse
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Tiffanie Yocum

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Mavis Steil
Jennifer Stiegman
Nanci Tibbetts
William & Rose Weber
David & Lee Wilke
Kristin Ann Wisnieske
Darlene Wylie

$100 - $199
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Women - Milwaukee Branch
Ida Balderrama-Trudell
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The Benevity Community Impact Fund
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Gay Wynveen
Mary Zimmerman

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The Real Good Life
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Urban Air Adventure Park
Chef Oscar Villarreal & Migrants
Washington County Golf Course
Julie Whitehorse
Yahara Bay Distillers

IN KIND
Microsoft Corporation
Subbu Ravi/Forward Health Group
Redox Inc.
WPS Health Solutions

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For more information, visit: wwwf.org/license-plates