

# ANNUAL REPORT

## 2021

WISCONSIN WOMEN'S HEALTH FOUNDATION

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# We couldn't have done it without your generous support.

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Your generosity gives us the resources and support to innovate,  
impact and improve women's health in Wisconsin.



[www.whf.org](https://www.whf.org)



608.251.1675



[communications@whf.org](mailto:communications@whf.org)



2503 Todd Drive, Madison, WI 53713

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. Services and research initiatives are rooted in evidence-based prevention of the diseases and conditions that most affect Wisconsin women.

The WWHF operates multiple programs statewide, as well as works with partnership programs such as WISEWOMEN/Well Woman, Mammographic Quality Initiative and Collaborative Work Groups that help innovate, impact and improve women's health.

## EXECUTIVE STAFF

|                             |                               |
|-----------------------------|-------------------------------|
| <b>Sue Ann Thompson</b>     | Founder & President           |
| <b>Tommi Thompson, MBA</b>  | Executive Director            |
| <b>Kristine Alaniz, MPH</b> | Director of Programs          |
| <b>Emily Sullivan</b>       | Director of Systems Solutions |

## WWHF BOARD MEMBERS

**Sue Ann Thompson, President**  
Wisconsin Women's Health Foundation

**Molly Carnes, MD, MS, Chair**  
Professor & Director, Center for Women's Health Research, UW School of Medicine and Public Health

**Carol Markos, Vice President**  
Vice President, The Markos Foundation

**Essie Whitelaw, Treasurer**  
Semi-Retired, Health Insurance Consultant

**Marilyn Follen, RN, MSN, Secretary**  
Retired Coordinator, Advance Care Planning, Marshfield Clinic Health System

**Lisa A. H. Cudahy**  
Community Activist

**Jane Blain Gilbertson**  
CEO & Owner, Blain's Farm & Fleet and Blain Supply, Inc.

**Emma Mohr, MD, PhD**  
Assistant Professor, Department of Pediatrics, Division of Pediatric Infectious Diseases, UW School of Medicine and Public Health

**Jake Orville, MBA**  
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**Jim Riordan**  
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**Jason Thompson, JD**  
Business Developer & Attorney, Michael Best & Friedrich

**Mary Westergaard, MD, FACEP**  
Associate Professor of Emergency Medicine (CHS), Vice Chair of Education, Department of Emergency Medicine, UW School of Medicine and Public Health



## YOUR IMPACT

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Dear Friends,

It is with gratitude and thanks that I reflect on 2021. I immediately think of each partner, supporter, sponsor and staff who truly has made a difference in our mission!

For the Foundation, 2021 was a year of learning, challenge and change. We emerged from the pandemic stronger and just as committed to our mission.

Through these challenges, we did extensive foundational work that is now being launched and/or expanded! During this time, we:

- Adapted to limitations by creatively making changes that better served our participants.
- Became community partners on two collaborative cancer projects to reduce breast and lung cancer disparities in our state.
- Launched the Children's Mental & Behavioral Health Resource Navigator Tool on the Well Badger website that helps parents and guardians navigate mental or behavioral health resources.
- Researched and prepared for the extensive First Breath program expansion launched this year.
- Made permanent changes to ALL our programs, which integrated tested and successful hybrid features.

I am convinced these important endeavors make a difference in our communities. It truly improves the lives of Wisconsin women and their families and creates a better future for our state.

**We could not have accomplished this important work without you - thank you!**

*Tommi Thompson*

Tommi Thompson  
WWHF Executive Director

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# IMPACT SUMMARY

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Your donations and support have a life-changing impact on the lives of Wisconsin women and their families!

862

Pregnant, postpartum and caregiving individuals were referred to First Breath by healthcare professionals.

82%

of First Breath participants achieved **zero infant exposure** to tobacco smoke.

97%

of surveyed participants would recommend First Breath to others.

23,733

users of the Well Badger online directory with **30,713 sessions** and 5,512 page views.

100%

of surveyed Well Badger participants would use Well Badger again.

99%

of surveyed Well Badger participants would recommend Well Badger to others.

657

Number of total attendees attending one of the 13 GrapeVine health education sessions.

100%

of surveyed GrapeVine participants reported feeling **motivated to take action** to improve their health after attending a session.

88%

of surveyed GrapeVine participants reported that they learned new health information.

"I felt no judgement and that I could be 100% honest."  
-First Breath Participant

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First Breath is Wisconsin's program to help pregnant, postpartum, and caregiving people make positive changes to their tobacco, alcohol and substance use during pregnancy & beyond!



## UTILIZATION & REACH | 2021

### PROVIDERS



### SITES



100% County Coverage



### OUTREACH



Virtual Community Presentations

### REFERRALS

862 pregnant, postpartum and caregiving individuals were referred to First Breath by healthcare professionals.

- 68 caregivers
- 794 pregnant and postpartum people

### ONE-TO-ONE SERVICES

331 of the referred individuals received tobacco treatment services.

- 28 caregivers received 1:1 education sessions
- 303 pregnant and postpartum people received intensive 1:1 services

### TEXTING PROGRAM

852 new pregnant and postpartum people joined the texting program.

- At year-end, 2,403 pregnant and postpartum people were subscribed

51 new caregivers joined the texting program

- At year-end, 266 caregivers were subscribed



97%

would recommend First Breath to others



92%

rated First Breath as "very good" or "excellent"

The Well Badger Resource Center is a health information and referral service operated by the Wisconsin Women's Health Foundation.



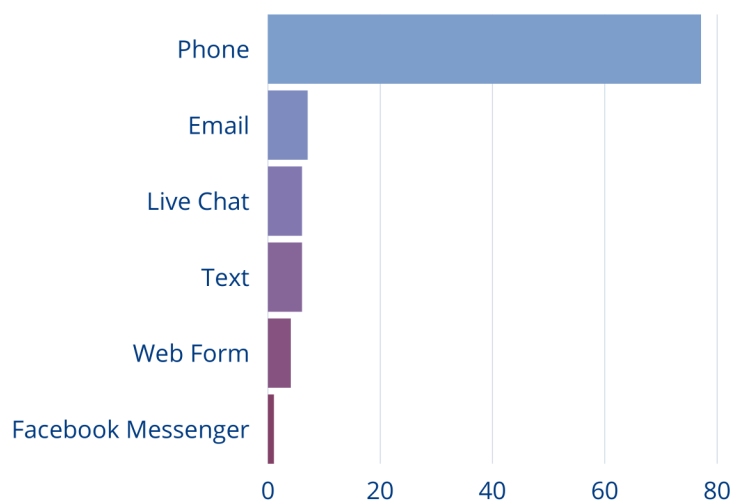
## SERVICE REACH

11,795 | Total Referrals Made

2,430 | Total Individuals Served

4.85 | Avg. Number of Referrals per Service Recipient

PERCENTAGE OF INDIVIDUALS SERVED VIA:

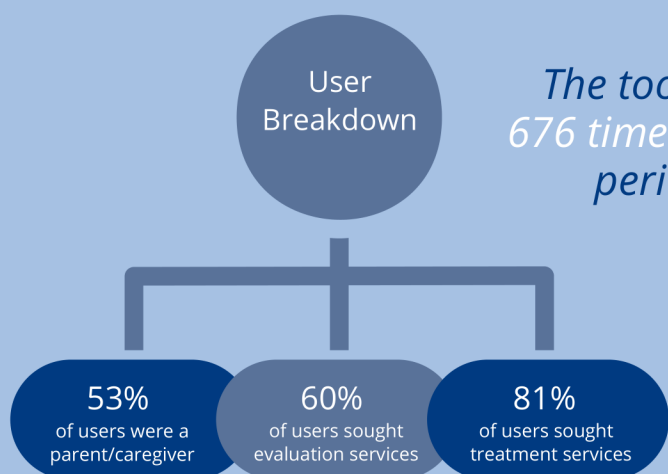


[wellbadger.org](https://wellbadger.org)



## Children's Mental & Behavioral Health Resource Navigator Tool

In July 2021, Well Badger Resource Center launched a free, online, anonymous tool to help families and professionals navigate children's mental and behavioral health resources.



*The tool was utilized 676 times in a six-month period in 2021.*



*"They cared about the needs of my family and tried their best to help us find the services we needed."*

~ Well Badger Participant

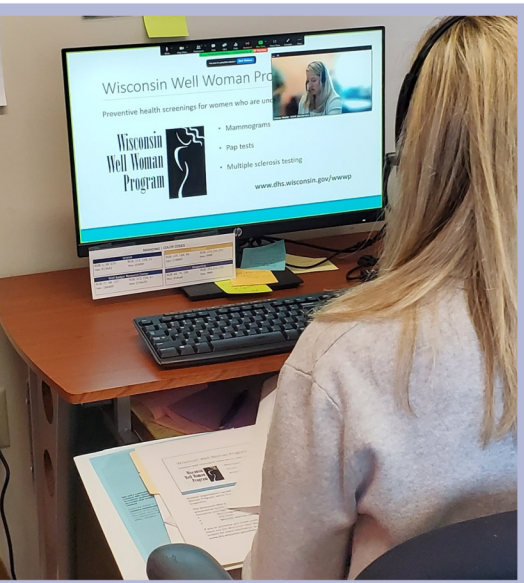




GrapeVine is a community-based **chronic disease prevention** program that is dedicated to helping Wisconsin residents achieve their healthiest potential, at any age.

We partner with local healthcare professionals and connect directly with community members to share **relevant, reliable, accessible health information, support and resources.**

In 2021, GrapeVine was funded by the Department of Health Services Wisconsin Well Woman Program



## VOLUNTEER HEALTHCARE PROFESSIONALS

GrapeVine Partner Participation in 2021:



- 4 New Partners
- 39 Active Partners
- 33 Unit Trainings Completed



## REACH & OUTCOMES



- 18 healthcare professional volunteers presented **49 health education sessions.**
- **657 Wisconsin residents** were educated on disease prevention and healthy lifestyle changes.

## GRAPEVINE CONFERENCE



### Attendees feedback on the GrapeVine Conference

"I loved how interactive the conference was. You provided excellent information for us! "

"Guest speakers were excellent, unit updates, the staff really utilized pandemic time."

"WWHF provides awesome information at a great level! The organization is very impactful, dedicated, and innovative in improving women's health!"



88%

of surveyed GrapeVine participants reported that they **learned new health information.**



100%



of surveyed GrapeVine participants reported feeling **motivated to take action to improve their health** after attending a session.

*"This webinar series is a valuable and important community service. Thank you so much for providing wide-spread access to this information."*

-GrapeVine Participant

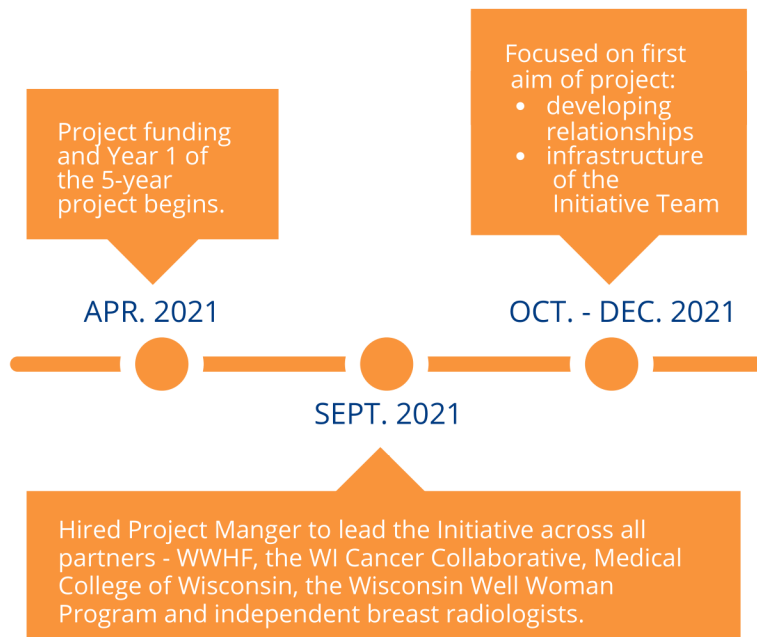
# COLLABORATIONS

## Mammographic Quality Initiative (MQI) Collaborative Work Groups (CWG)

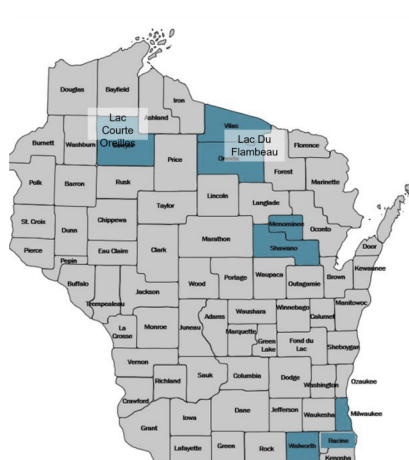


The Foundation is a community partner on **two projects aimed at improving cancer disparities across Wisconsin**. These projects were created by a transdisciplinary group, the Community & Cancer Science Network, to explore and solve these preventable differences in breast and lung cancer.

### MAMMOGRAPHIC QUALITY INITIATIVE (MQI)



### COLLABORATIVE WORK GROUPS (CWG)



#### JULY 2021

Project funding and the start of 5-year project

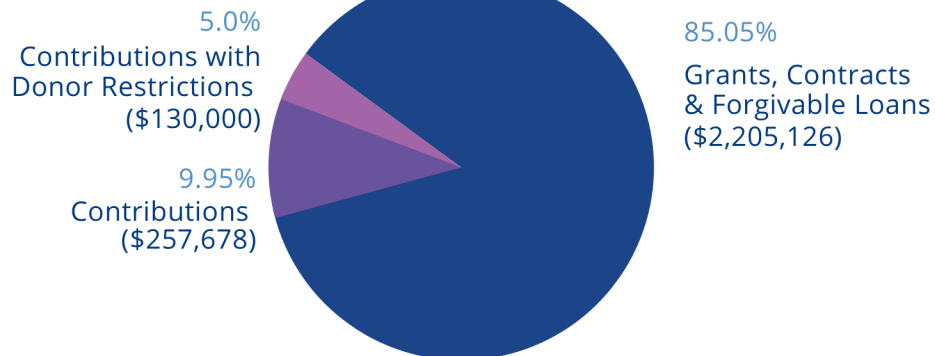
#### Major Goals:

- Narrowing the scope of WWHF's contributions to the CWG project
- Walworth and Milwaukee counties were identified as primary geographic regions for breast and lung cancer group recruitment
- Staff recruitment process began

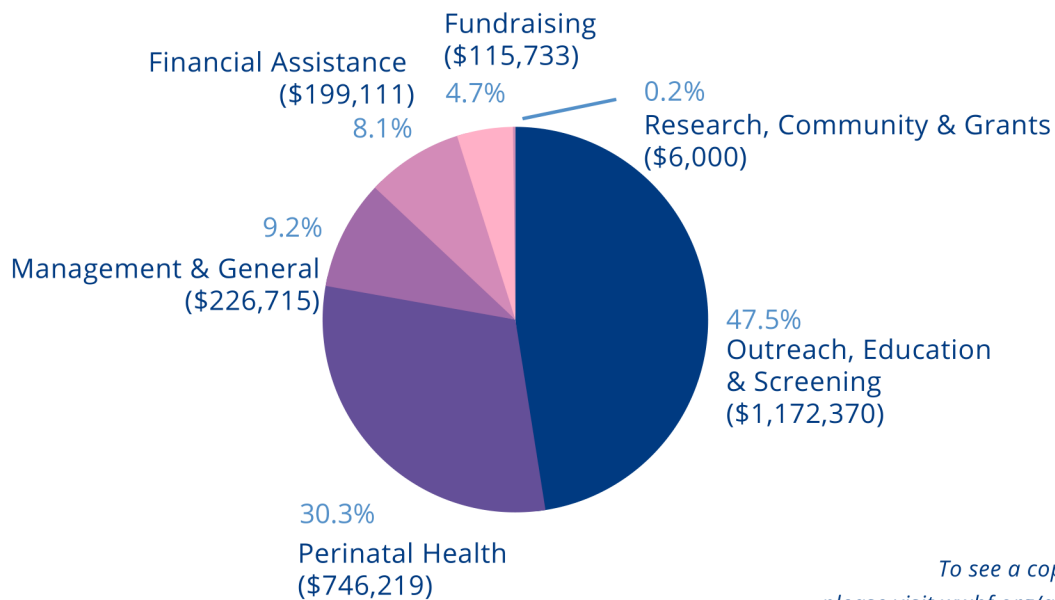


# FINANCIAL OVERVIEW

## INCOME (\$2,592,804)



## EXPENSES (\$2,466,148)



To see a copy of the 990 Tax Form,  
please visit [www.whf.org/annual-report-financials](http://www.whf.org/annual-report-financials)

|  |             |
|--|-------------|
| Change in net assets without donor restrictions before investment return | \$106,346   |
| Investment activity  | \$715,802   |
| Change in net assets without donor restrictions                          | \$822,148   |
| Change in net assets with donor restrictions                             | \$20,310    |
| Change in net assets   | \$842,458   |
| Net assets - end of year   | \$6,818,714 |



## 2021 DONORS & SUPPORTERS

### \$10,000+

Centene Charitable Foundation  
The Cudahy Foundation  
Mick & Jane Gilbertson  
The Markos Foundation Inc.  
SSM Health  
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### \$5,000 - \$9,999

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

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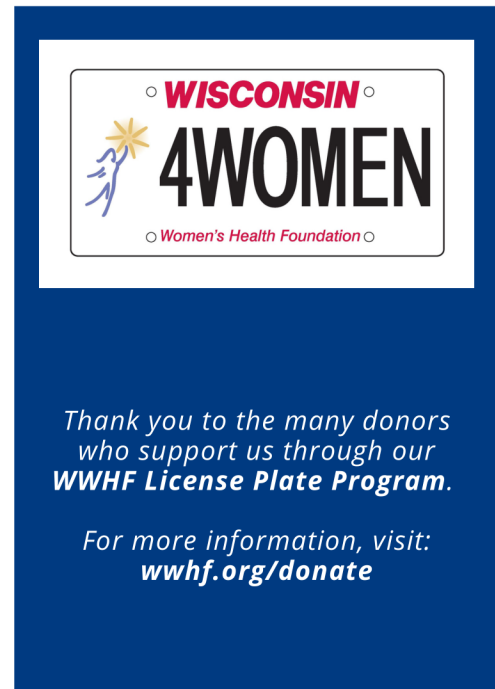
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UW Panhellenic Association  
Velvet Waxing Studio  
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Deb Whitehorse  
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SUPPORT WOMEN AND FAMILIES OF WISCONSIN.



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*WWHF is a proud partner of Community Health Charities.*

