ANNUAL REPORT

WISCONSIN WOMEN'S HEALTH FOUNDATION



Innvoate, impact and improve women's health

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Our Impact

Dear Friends,

Every year I have the privilege of reflecting on what your generosity makes possible and 2025 was no exception.

Because of your support, the Wisconsin Women's Health Foundation continued to do what we have always done: connect Wisconsin women and families with the resources, education and support they need to live healthier lives.

Our programs and initiatives are reaching women and families in communities across all 72 Wisconsin counties:

- **First Breath** — supporting pregnant and postpartum individuals in overcoming substance use
- **Well Badger** — connecting anyone with a question to trusted health resources and referrals
- **Youth Wellness Hub** — guiding families to mental and behavioral health resources
- **GrapeVine** — bringing community health education and chronic disease prevention directly to Wisconsinites
- **Collaborations** — amplifying our impact through strategic partnerships focused on breast, lung and cervical cancer and cardiovascular disease

None of it happens without you.

To our supporters, sponsors, partners and donors: we do not take your commitment for granted. Your continued investment in this mission means more than ever. You make it possible for us to show up, year after year, with the programs and partnerships that fill critical gaps in women's health.

As we look ahead to 2027 (and our 30th anniversary!), your support inspires us to keep doing what we set out to do: innovate, impact and improve women's health across Wisconsin.

I am energized by how much we have accomplished together and hopeful for what is ahead!

Thank you for making it possible,

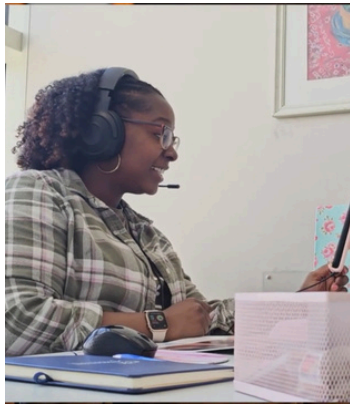
Tommi Thompson

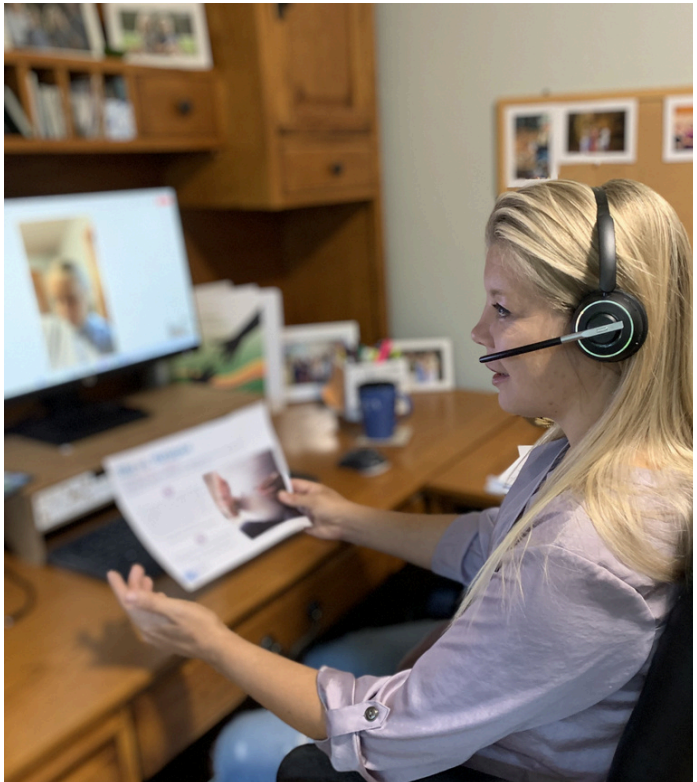
Our Mission



The Wisconsin Women's Health Foundation's mission is to innovate, impact and improve women's health throughout the state.












Board of Directors

The Wisconsin Women's Health Foundation is a nonprofit organization that provides free health education and outreach programs 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. In addition to operating multiple statewide programs, it works with partnership programs, such as WISEWOMAN/Well Woman, Mammographic Quality Initiative and Collaborative Work Groups that help innovate, impact and improve women's health.

EXECUTIVE STAFF

Tommi Thompson, MBA	Executive Director
Tessa Vance, MPH, CHES	Director of Programs
Emily Sullivan	Director of Systems Solutions

BOARD MEMBERS

Sue Ann Thompson | Founder & President
Wisconsin Women's Health Foundation

Essie Whitelaw | Chair
Semi-Retired, Health Insurance Consultant

Carol Markos | Vice President
Vice President, The Markos Foundation

Jake Orville, MBA | Treasurer
Senior Vice President, Cancer Diagnostics, Abbott

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

Lisa A. H. Cudahy
Community Activist

Jane Blain Gilbertson
Owner and Chairwoman, 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

Jim Riordan
Retired President and Chief Executive Officer Emeritus, WI Physicians Service Insurance

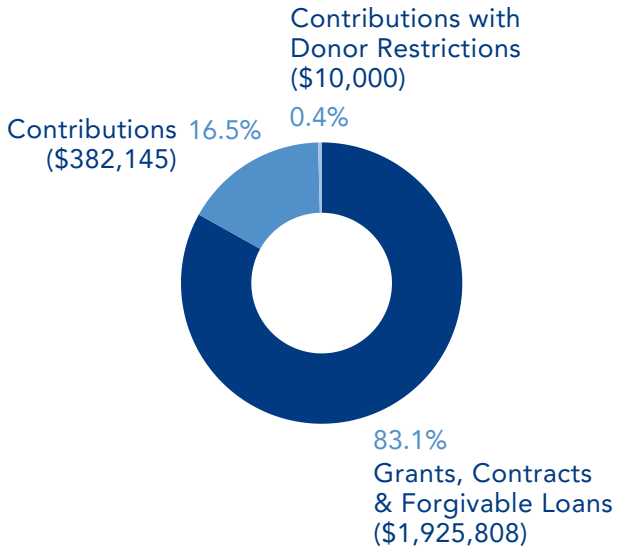
Jason Thompson, JD
Partner, Michael Best & Friedrich

Mary Westergaard, MD, FACEP
Professor and Associate Vice Chair of Faculty Development, Department of Emergency Medicine, UW School of Medicine and Public Health

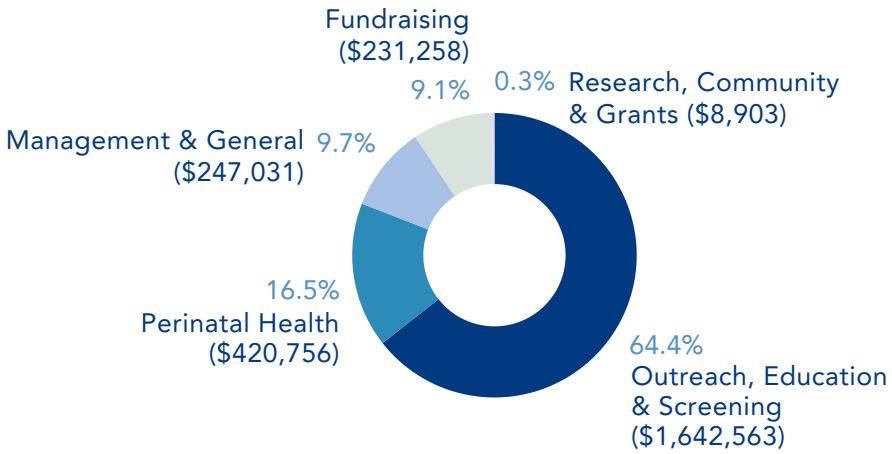
Julie Whitehorse
Retired Community Partnerships Director, Wisconsin Women's Health Foundation

2025 Financial Overview

INCOME ($2,317,953)



EXPENSES ($2,550,511)



2025 FISCAL YEAR

Change in net assets without donor restrictions before investment return	($117,558)
Investment activity	$976,398
Change in net assets without donor restrictions	$858,840
Change in net assets with donor restrictions	($115,000)
Change in net assets	$743,840
Net assets - end of year	$8,165,193

A copy of our 2025 IRS Form 990 is available at wwhf.org/annual-report-financials

Community & Cancer Science Network (CCSN)

The Foundation collaborates on two projects with CCSN aimed at improving breast and lung cancer outcomes across Wisconsin.

Community & Cancer Science Network

Mammographic Quality Initiative (MQI)

MQI examines the mammogram process through various lenses. **The goal is to build long-term processes and system solutions that lead to more patients being diagnosed at earlier stages.**

In 2025, the MQI completed a case study review to validate programming code built to extract both current and newly recommended measures of mammogram quality from electronic medical records (EMR).

This review confirmed this code could pull comparable data across different systems and customized EMRs. This ensured the code can be shared in the future to support cross-system collaboration and learning about the landscape of quality across facilities.

The Foundation also hired a new Quality & Learning Facilitator, Jessica Palmert, to help lead the final year of work on surfacing disparities in quality and guiding sites and partners through equity-focused efforts.



Jessica Palmert



MQI Team

wwhf.org/collaborations & ccsnwi.org

Collabortive Work Groups (CWG)

The CWG projects brings together community and academic members to identify and design solutions for breast and lung cancer that better address local issues and causes of cancer disparities in Wisconsin.

In 2025, both CWG projects expanded partnerships necessary for implementation.

In Milwaukee County, initial team members completed actor maps, environmental scans and outreach activities to grow relationships across commercial tobacco cessation, radon and lung cancer screening. In November 2025, they launched the Milwaukee Lung Cancer Coalition with a total 28 members representing everything from local tobacco organizations and advocates to DHS radon and public health supervisors to regional policy directors.



Walworth & Milwaukee CWG teams



CWG and Well Badger teams collaborating on a joint project.



CWG, Well Badger and the Promotores de Salud teams.

In Walworth County, efforts to expand the Well Badger Resource Center focused on building relationships across both Well Badger and the Promotores de Salud teams. Staff from all programs shared insights on serving common participants and identified ways to leverage those relationships to grow community trust and utilization of both services.

FIRST BREATH



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WHAT IS FIRST BREATH?

First Breath is a program that **helps people make positive changes** to their tobacco, alcohol, cannabis, and other substance use during pregnancy and beyond. First Breath started in 2001 as an evidence-based tobacco treatment program.

Over the past **25+ years**, the program has grown and adapted to meet the needs of pregnant people and families throughout Wisconsin. After many years of development and testing, in 2022 First Breath expanded its services to address all perinatal substance use.

HOW DOES FIRST BREATH WORK?

1 FIRST BREATH PROVIDERS

First Breath trains health professionals to use the **Ask-Advise-Refer model** to address perinatal substance use as part of existing perinatal care. Providers use a validated tool to assess for use, provide a brief intervention, and then submit a referral to First Breath.

2 FIRST BREATH HEALTH EDUCATORS

From there, First Breath's team of highly trained, locally based Health Educators provide **comprehensive services** to help participants stop or reduce their use of tobacco, alcohol, cannabis, and other substances. Services are participant-centered and use a strengths-based, harm reduction approach.

These services include:

- Individualized, one-on-one education and counseling (up to 13 sessions)
- Text message support
- Caregiver/family support
- Long-term engagement

UTILIZATION & REACH

PROVIDERS

93
New

SITES

299
Total

100% county coverage
(at least one site in each county)

13
New

OUTREACH

26
Total

Outreach events were facilitated

REFERRALS

699 pregnant, postpartum, and caregiving individuals were referred to First Breath.

- 651 pregnant and postpartum people
- 48 caregivers

INTENSIVE SERVICES

194 of the referred individuals received intensive 1:1 services. Health Educators completed **1,149** counseling sessions, including **365** face-to-face sessions and **793** phone calls.

TEXTING PROGRAM

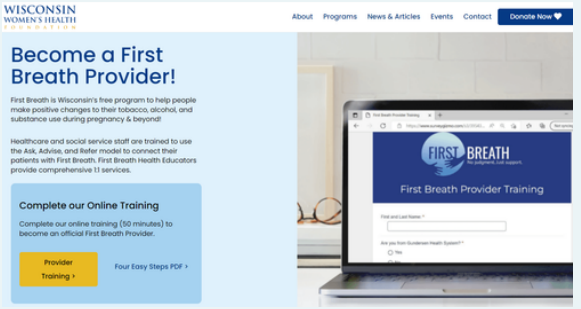
560 of the referred individuals enrolled in the texting programs.

- 524 new pregnant and postpartum people
- 36 support people

At year-end, **4,157** pregnant and postpartum people and **368** caregivers were subscribed to the texting programs.

2025 First Breath Provider Onboarding training responses:

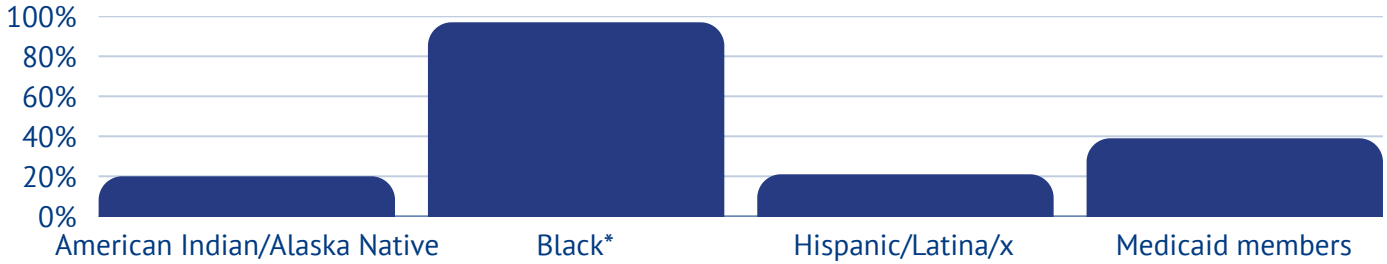
- **93 providers** completed the training.
- **97% were satisfied** with the training.
- **98% were confident** in their ability to implement First Breath.



providefirstbreath.org

FIRST BREATH REACH (TOBACCO ONLY)

First Breath calculates an approximate "reach rate" for pregnant tobacco users. Reach rate is the number of First Breath referrals received in a given year (2025: 651) divided by the total number of pregnant people who use tobacco in the state, based on the most recent birth certificate data (2024: 2,020). In 2025, **First Breath reached approximately 32% of all pregnant tobacco users in Wisconsin**. To ensure equitable access to First Breath, reach rates are also calculated for priority populations (below).

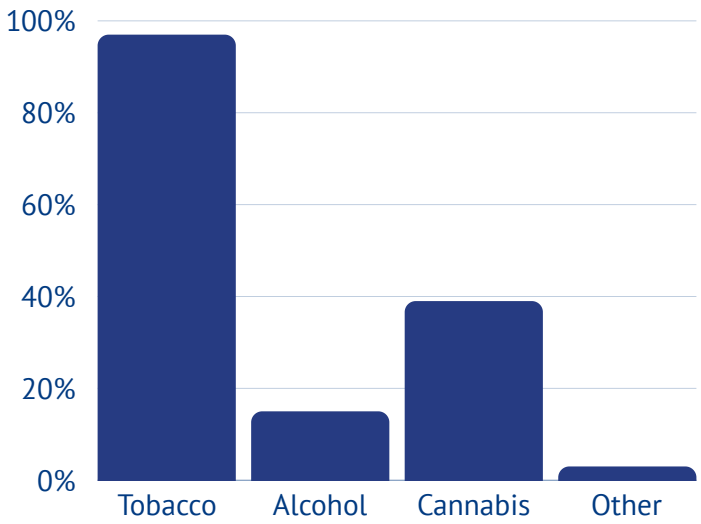


*2024 WISH data reported far fewer pregnant tobacco users than previous years. The data provided may not include vaping rates.

INTENSIVE SERVICES

FIRST BREATH PARTICIPANTS

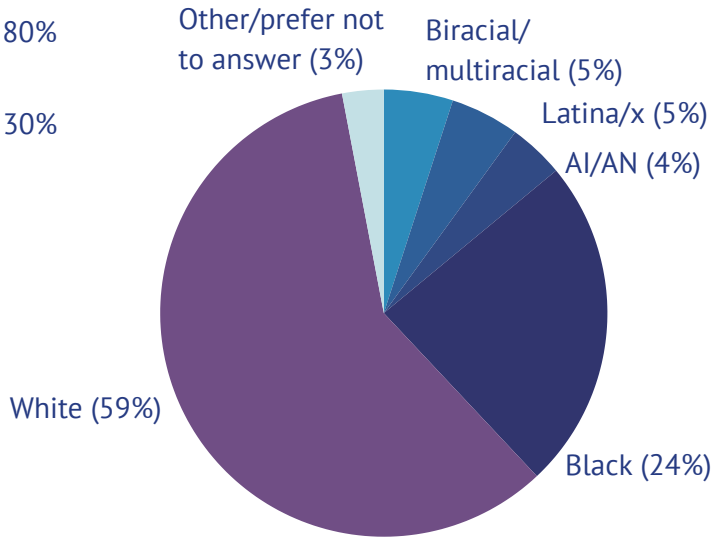
Substance Use At Enrollment (n=219)



Socio-demographics (n=219)

- Has a mental health disorder diagnosis: 80%
- Has a perinatal mood disorder: 30%
- Has a substance use disorder diagnosis: 30%
- Household income above $50,000: 16%
- Household income below $29,999: 67%
- Unemployed: 42%
- Medicaid member: 79%
- WIC participant: 57%
- Low social support: 19%
- High stress: 49%

Race/Ethnicity (n=219)



FIRST BREATH PARTICIPANT OUTCOMES

By the end of their pregnancies:

77% of tobacco users (n=91) made positive changes
- 33% Quit/Stayed Quit
- 40% Cut down

93% of alcohol users (n=91) made positive changes
- 93% Quit/Stayed Quit
- 0% Cut Down

64% of cannabis users (n=28) made positive changes
- 39% Quit/Stayed Quit
- 25% Cut Down



By six months postpartum:

72% of tobacco users (n=64) made positive changes
- 39% Quit/Stayed Quit
- 33% Cut down

9% of alcohol users (n=45) made positive changes
- 9% Quit/Stayed Quit
- 0% Cut Down

55% of cannabis users (n=18) made positive changes
- 33% Quit/Stayed Quit
- 22% Cut Down

72%
achieved smoke-free homes

91%
achieved zero infant exposure to tobacco smoke



FEEDBACK

ANNUAL PROVIDER SURVEY

71 First Breath Providers completed an annual program survey.

99% Say that First Breath materials and services are appropriate for the communities they serve

86% Are satisfied with the communication, technical assistance, and support from First Breath

97% Report that they are comfortable referring patients to First Breath

Provider Quotes:

I believe it is important to refer families to First Breath because this program has been around for years and is based on scientific evidence.

It's nice to know that people can get help for all substance and not just tobacco. It's opened the door to help for many of my clients.

PARTICIPANT ADVISORY GROUP (PAG)

30 current and past participants took part in the virtual participant advisory group. In the survey, they 1) shared in-depth, real life experiences on influences of their mental health, 2) described barriers to accessing mental health resources, and 3) provided topics for mental health support they would like from First Breath.

PARTICIPANT SATISFACTION SURVEY

26 First Breath Participants completed a satisfaction survey.

100% Rated First Breath "very good" or "excellent"

97% Would recommend First Breath to others

96% Learned new skills to help them quit

96% Learned new information

97% Said First Breath helped them quit

Participant Quotes:

It was just nice to have a person to support me in this area only and to give me a different perspective.

My HE has been incredible to me and such a great girl to talk too, she actually changed my life around. I quit drinking and smoking pot my last pregnancy (with her help) and now I'm over 8 months sober. Vaping is cut back a lot more, but vaping is hard to quit without my HE I'd be suffering so much mentally she has honestly been my biggest help and support for quitting all the negativity in my life.

The information that was provided to me actually helped me quit.

I learned to take pride in myself for being able to cut down on smoking and not feel bad.

Read participant success stories at wwhf.org/firstbreath

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ABOUT WELL BADGER RESOURCE CENTER

The Well Badger Resource Center connects people in Wisconsin with the health and social services they need and deserve.

This is accomplished in two ways:

1. One-on-one information and referral (I&R) services from Certified Community Resource Specialists (Monday through Friday from 7:00 am to 6:00 pm), and an
2. Online, searchable directory of over 7,500 verified health and social services.

Our areas of focus are: health care coverage and services, nutrition, pregnancy and parenting, financial assistance, child health, and mental health and substance use.

WELL BADGER TEAM

Well Badger is managed by the Wisconsin Women's Health Foundation and staffed by a team of health professionals.

Information & Referral Specialists are Certified Community Resource Specialists (CRS) who work one-on-one with families, listening to their stories and connecting them with services and programs to match their needs.

Resource Management Staff maintain and grow a comprehensive, responsive, accurate, user-friendly searchable directory.



CALL: 1 (800) 642-7837
INTERPRETIVE SERVICES AVAILABLE
TEXT "WB" TO (608) 360-9328
EMAIL: HELP@WELLBADGER.ORG

To learn more, visit:
WWW.WELLBADGER.ORG

**YOU HAVE QUESTIONS.
WE FIND ANSWERS.**

INFORMATION & REFERRAL SERVICES

CASES

A "case" is a series of interactions with an individual who contacts Well Badger with specific needs.

Total Cases = 2,688

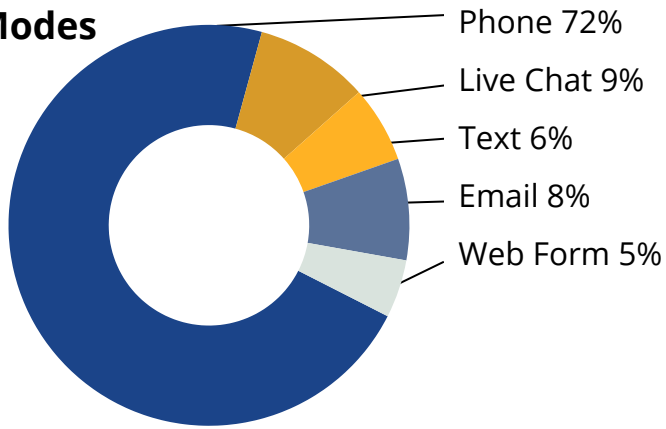
- 80% were individuals reaching out to get help for themselves
- 12% were individuals reaching out to get help on behalf of someone else (child, grandchild, partner/spouse)
- 4% of cases were agencies calling to get help for their patients/clients

Reach

Cases were from 100% (n=72) of Wisconsin counties



Case Modes



SERVICE RECIPIENTS

A "service recipient" is an individual in need of services in a specific case.

Of all 2,688 cases:

- **35%** (n=940) of service recipients were pregnant or postpartum
- **11%** (n=296) of service recipients were non-English Speakers

Of cases that disclosed medical insurance status:

- **65%** reported Medicaid insurance
- **17%** reported no insurance

CASE FOLLOW-UP

Well Badger Specialists follow-up with participants 1-2 weeks after their case to see if they've connected with services.

62% consented to follow-up ▶ **37%** completed follow-up ▶ **76%** successfully engaged in services

LONG-TERM FOLLOW-UP

Well Badger offers optional, long-term follow-up as a way to share info, resources, and to check-in.

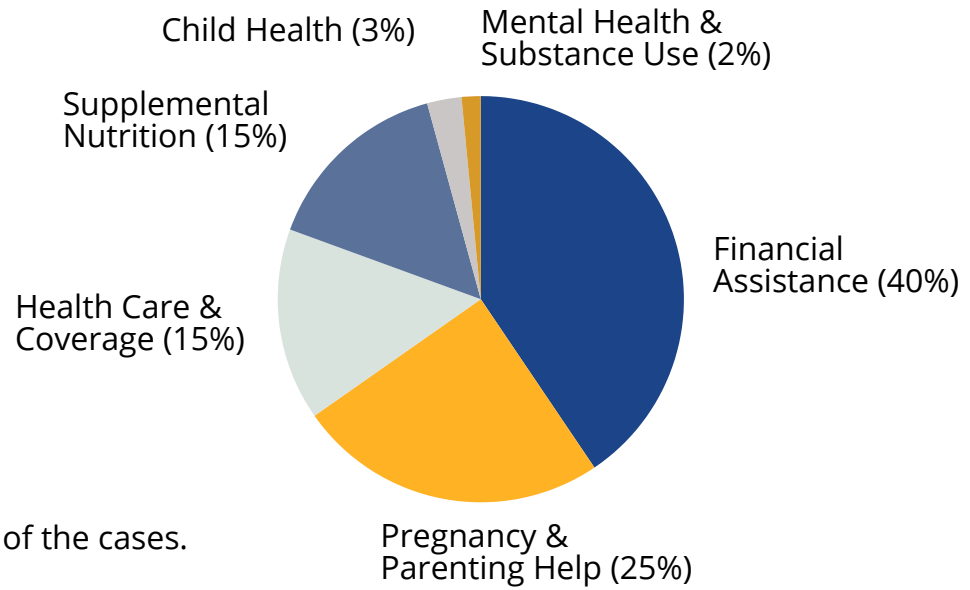
785 people received text follow-up + **433** people received email newsletter

INFORMATION & REFERRAL SERVICES

REFERRALS

Total Referrals = 14,558

- Financial Assistance = 5,903
- Pregnancy & Parenting Help = 3,599
- Supplemental Nutrition = 2,208
- Health Coverage & Services = 2,228
- Child Health = 399
- Mental Health & Substance Use = 221



Referrals Per Case = 5.42

Well Badger uses referrals per case as proxy for the complexity of the cases.

SATISFACTION SURVEY RESULTS

Of the 199 participants who completed a satisfaction survey:

82% **Thought their I&R Specialist was helpful**

94% **Felt listened to by their I&R Specialist**

89% **Would recommend Well Badger**

91% **Were given the appropriate referral**

92% **Would use Well Badger again**

> "**Very compassionate** and gave way more resources than asked for and even **made sure to follow up with me** to make sure I got all the resources. **Very helpful**."

> She took an interest in providing me with information about **programs that were of interest to me**, even though I hadn't asked about them. She gave me the information I needed at that moment. **Thank you very much**.
>
> (translated from Spanish)

ONLINE DIRECTORY

DIRECTORY GROWTH & UTLIZATION

Wellbadger.org is an online, searchable directory of over 7,500 local health services and programs. Services must meet certain inclusion criteria (low-cost, free, sliding scale, or covered by Medicaid) and verified by the agency prior to publication.

- **638** new resources were added
- **7** new articles (info sheets) were added on topics such as health credentials, conversing with youth about self-harm, and after school programming

Over **20,000** people used the Well Badger Directory resulting in:

- over **179,000** page views and
- over **504,000** page events (scrolling, clicking, searching, etc.)

DO YOU SERVE WISCONSIN FAMILIES?

Visit our Professionals Page to:

- Order print materials
- Access pre-written digital materials (for newsletters and social media)
- Join our listserv
- Request a presentation
- Submit your agency information for the directory
- And more!

ConnectWithWB.org

YOUTH WELLNESS HUB

The Youth Wellness Hub (formerly the Children's Mental & Behavioral Health Resource Navigator) is a free, online, anonymous tool that helps people navigate resources for children and youth (ages 0-21) with mental or behavioral health concerns.

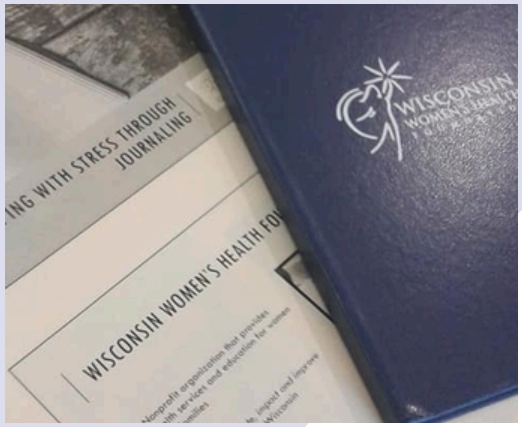
Parents, caregivers, or health professionals complete an anonymous survey about a child and receive a fully customized guide with resources, articles (info sheets), checklists, and talking points.

580 people used the navigator. Of those:

- **64%** (n=370) were parents/caregivers and **36%** (n=210) were health professionals using the navigator for a patient or client
- **46%** (n=262) reported the child's insurance as Medicaid
- **57%** (n=393) were seeking evaluation/assessment resources
- **77%** (n=448) were seeking mental health treatment services
- **77%** (n=448) were seeking mental health support services



Well Badger is funded in part by the Wisconsin Department of Health Services. Well Badger also receives funding from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a 5-year cooperative agreement. The contents of this report are those of the WWHF and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government.



GrapeVine

WISCONSIN WOMEN'S
HEALTH FOUNDATION
2503 TODD DRIVE, MADISON, WI 53713

To learn more:
WWW.WWHF.ORG/GRAPEVINE/
608-251-1675, EXT. 118

SHARING KNOWLEDGE FOR THE HEALTH OF IT.

2025 ANNUAL REPORT

ABOUT GRAPEVINE

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**.

HOW GRAPEVINE WORKS

WWHF develops health education curricula in partnership with academic partners.

Healthcare professionals are trained to provide free education sessions for Wisconsin communities.

WWHF connects individuals to trusted health information, support and resources.

SESSION TOPICS

Advance Care Planning
Bone Health
Brain Health
Breast Health
Diabetes (Type 2)
Gynecologic Cancers
Heart Disease & Stroke
Journaling, Coping with Stress
Mental Health
Nutrition
Opioid Misuse
Self-Care
Sleep

GRAPEVINE PARTNERS

PARTNER TRAINING

52 Total Partners

9 New Partners

111 Partner Trainings Completed

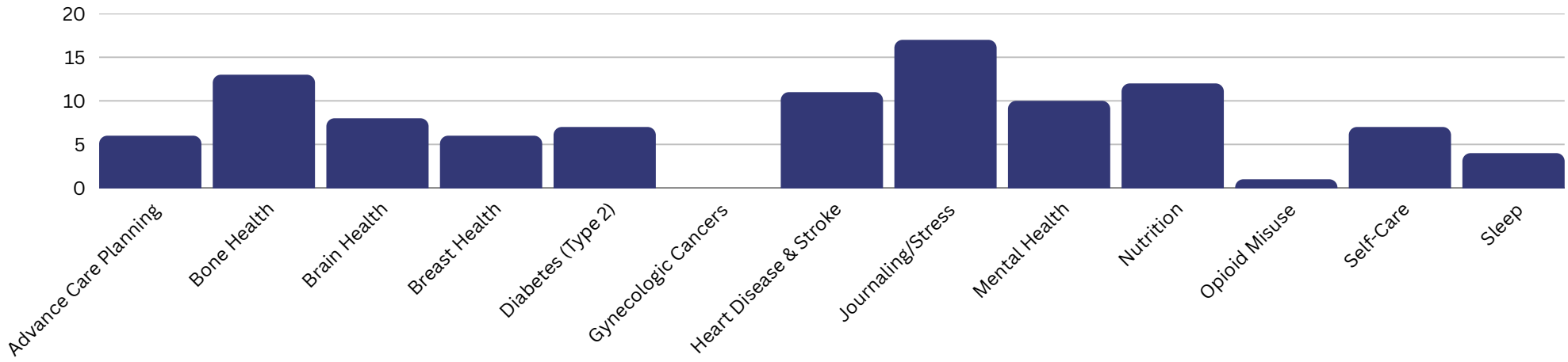
GRAPEVINE SESSIONS

102 Sessions Conducted

98 In-Person Sessions

35 Counties Reached

Sessions by Health Topic:



WHAT PARTNERS HAVE TO SAY ABOUT THE GRAPEVINE PROGRAM AND TEAM

"They [GrapeVine Team] do a great job keeping us informed, updated, and working with us so the education process is easier for everyone."

"You do make it easy to present topics!! Love the frequent updates to content (evidenced based)."

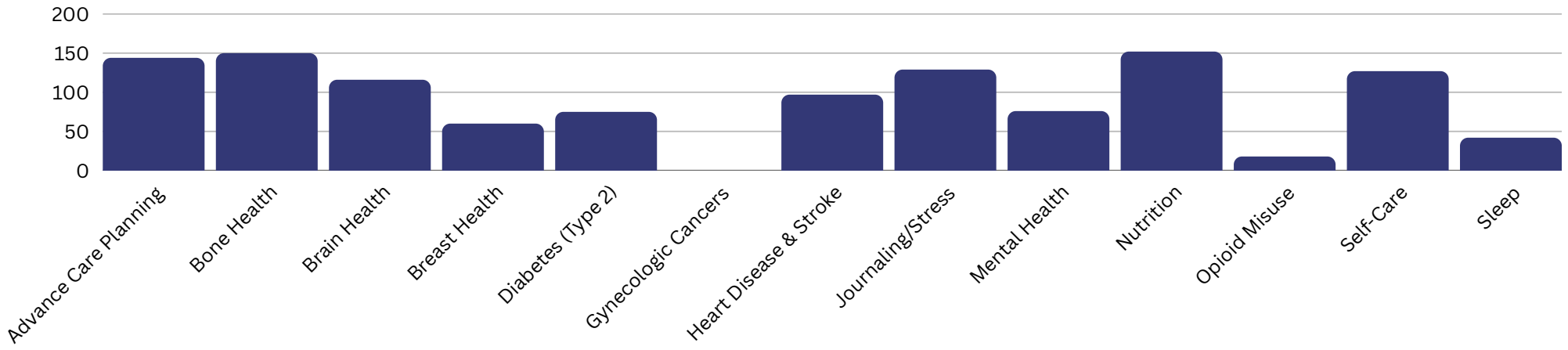
"[I like] that your presentations are already put together in an easy, digestible way and that we don't have to reinvent the wheel to teach these units."

"Thank you for supporting us and offering these nurse led programs! We appreciate you!"



GRAPEVINE REACH

1,186 PEOPLE ATTENDED A GRAPEVINE SESSION



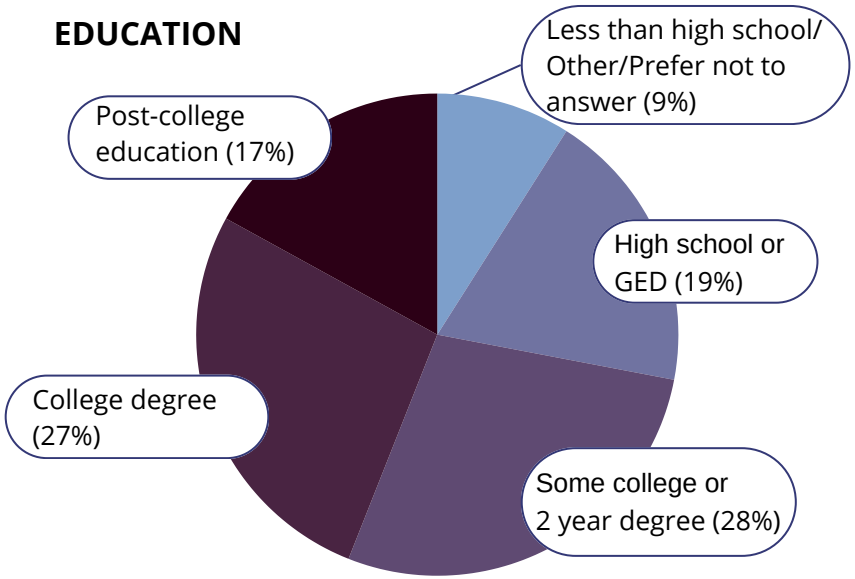
ATTENDEE DEMOGRAPHICS (N=914)

AGE

Range: 18-95
Average: 66
Breakdown:

- 18 - 39: 8%
- 40 - 59: 16%
- 60 - 79: 58%
- 80+: 18%

EDUCATION



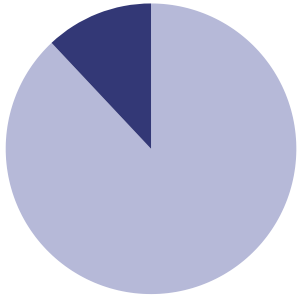
GRAPEVINE DIGITAL EDUCATION

In addition to GrapeVine sessions:

~1,768 People received our community e-newsletter with health information and resources

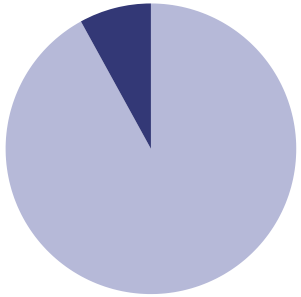
GRAPEVINE OUTCOMES

POST-SESSION SURVEY RESULT (N=914)



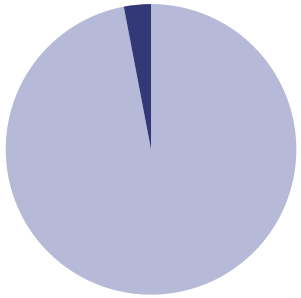
88%

of surveyed GrapeVine participants reported that the session they attended will **benefit their health**.



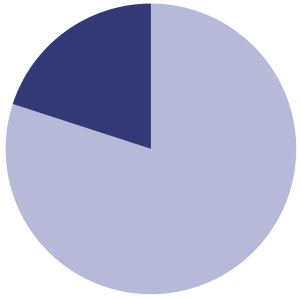
92%

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



97%

of surveyed GrapeVine participants reported that **session materials are useful.**



80%

of surveyed GrapeVine participants reported that they plan to **make lifestyle changes** to improve their health.

WHAT PARTICIPANTS HAVE TO SAY ABOUT GRAPEVINE

What is the most important message you are taking away from the session?



"Understand where you are in your life. Try to be positive about some things. Be grateful for some things in your life. Evaluate what is stressful and how important is this in your life."

What did you like best about the session?

"The speaker was knowledgeable and the topic was presented in a form that was understandable."

"Clear presentation, excellent speaker."

"How passionate and knowledgeable the presenter was."

Donors & In-Kind Contributions

Thank you to every individual, business and organization for their generous contributions. Your support directly strengthens our programs and helps us serve communities across Wisconsin.

$10,000+

American Beverage Association
Blain's Farm & Fleet
The Cudahy Foundation
Lea Culver
Epic Charitable Funds
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