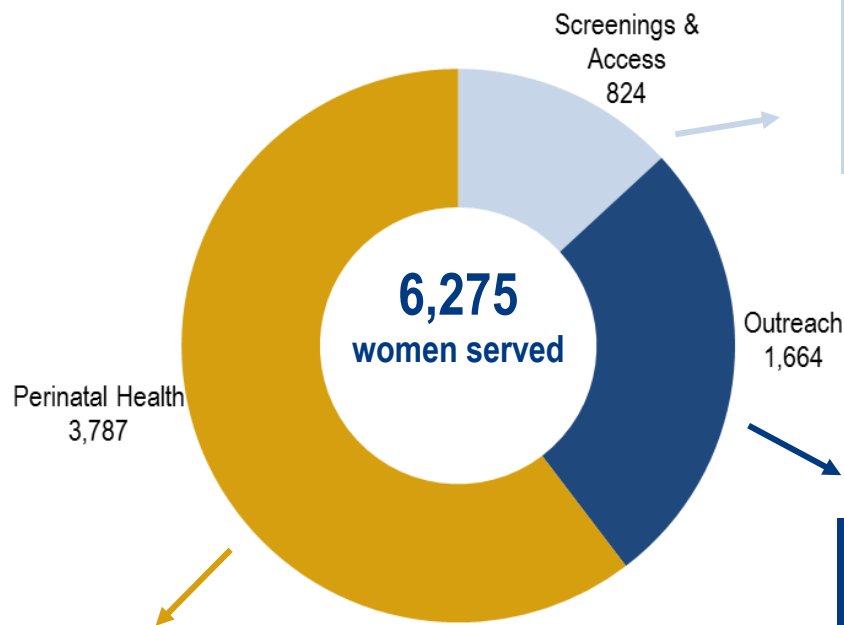




## Wisconsin Women's Health Foundation 2015 Annual Report

### SERVICE

#### 2015 Statewide Program Results



#### Screenings & Access

583 women received financial assistance through the Kohl's Southeast Wisconsin Breast Health Assistance Fund

241 women received free bone density screenings and learned about their risk of osteoporosis

#### Perinatal Health Programs

1,052 women enrolled in postpartum smoking cessation research study

1,752 women received help to quit smoking during pregnancy

933 pregnant women received education about prenatal alcohol use

50 postpartum women receive text message counseling to support breastfeeding

#### Outreach & Education

1,493 women attended GrapeVine preventive health education sessions taught by volunteer nurses

171 women completed health journaling classes

Wisconsin Women's Health Foundation  
2503 Todd Drive, Madison, WI 53713

www.wwhf.org | 608-251-1675 | Fax: 608-251-4136

# IMPACT

## For Women & Families



**Cassandra**  
Smoke-Free Mom  
(Mukwonago)

“I knew that taking this step would not only improve our health, but it would show my daughter that you can do anything you put your mind to. Even beating an addiction.”

- ### 2015 Impact Examples
- 263 Mammograms
  - 26 Wigs for chemotherapy patients
  - 98 Rides to oncology-related appointments
  - 105 Referrals for confidential prenatal alcohol education
  - 609 Referrals for text message smoking cessation support
  - 156 Free community-based health education classes

### About Us

The Wisconsin Women’s Health Foundation helps women and their families reach their healthiest potential, aiming to improve their overall quality of life through health education and outreach programs. We provide free women’s health education and service programs for women throughout the state and administer funds for women’s health research initiatives.

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**71%** of women attending GrapeVine health education sessions reported feeling motivated to improve their health and made at least one healthy lifestyle change by 4 weeks post-session.

**83%** of pregnant women in our First Breath program were smoke-free or reduced their tobacco use by the time their baby was born.

**97%** of women receiving confidential education and support in our My Baby & Me program abstained from alcohol or decreased their alcohol use during pregnancy.

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**Emily**  
Heart Attack Survivor  
(Beaver Dam)

“Two stents repaired my heart, but it was you who saved my life. The materials you provided were a life saver, a game changer for me. Thanks to the presentation materials and GrapeVine Program, I was granted a new chapter in my life. I am now enjoying retirement after 30 years of teaching with ample time to visit my children and grandchildren across the country.”



# FINANCIALS

## Income

Grants & contracts	\$2,140,158
Contributions	429,440
Total support & revenue	2,569,598
Net assets released from restrictions	99,941
Total unrestricted support, revenue & reclassifications	2,669,539

## Expenses

Program services	\$2,323,489
Supporting activities	318,828
Total expenses	2,642,317
Change in unrestricted net assets before investment activity	27,222
Investment activity	(57,305)
Change in unrestricted net assets	(30,083)
Change in temporarily restricted net assets	107,968
Change in net assets	77,885

## Board of Directors

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