WOMAN'S ANNUAL REPORT





When 2020 began, I was still new to the organization, looking forward to my first full year at Woman's, and helping set the stage for an exciting future. Then the COVID-19 pandemic began. We had to immediately shift our priorities and focus on how best to protect our patients, staff and guests. That included many difficult decisions, such as limiting visitors for our new moms and temporarily pausing elective procedures.

Despite the setbacks, I'm incredibly proud of the Woman's team for flexing to continue regular services and deliver lifesaving care during an unprecedented time, and for also stepping up within the community to ensure adequate resources for all local hospitals.

2020 was different than any of us could have ever imagined. From the early moments of the pandemic to realizing the financial impact of the crisis, this year forced us to work as a collective unit in ways we haven't been asked to do before. By the time Louisiana experienced a Category 4 hurricane in the fall, crisis management had become a way of life at Woman's.

Since early May, we've resumed elective surgical procedures, performed more deliveries and cared for more neonates than expected. We've been cost-conscious and found new ways to save all while continuing to provide the safest level of care. Our patient volume and metrics have remained steady, something that should be celebrated given the circumstances of healthcare in 2020.

As I look back on my first year at Woman's, I have a much deeper appreciation for who we are. I've learned Woman's staff doesn't fear adversity. Rather, they conquer it. They are resilient.

Reflecting on all we've experienced and learned this past year, we are now looking to our future. We will begin by focusing on the important role we play in our community. We will continue to maintain our independent identity. We will embrace changes that enhance our care. We will stay true to our mission and evolve as an organization that supports each other in a culture of collaboration and inclusion.

Like everyone, Woman's and I are looking forward to a hopeful 2021.

Babas Donte

**Barbara Griffith, MD**President/Chief Executive Officer

**2020 TIMELINE GRAPHIC WOMAN'S WARRIORS** SAFETY **PATIENT CARE ACCESS TO CARE COMMUNITY TESTING** RESEARCH **RECOGNITIONS & HONORS SERVICE VOLUMES** LEADERSHIP **FOUNDATION MEMBERS FOUNDATION FOR WOMAN'S** PANDEMIC GIVING **FOUNDATION FOR WOMAN'S DONORS** 

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### WOMAN'S TIMELINE

## RESPONSE TO COVID-19

March 13: Woman's announced visitor restrictions.

March 15: Initiated employee pay protection plan and hosted the area's first virtual healthcare event; the annual NICU reunion on the Woman's Hospital Facebook page.

**March 16:** Implemented visitor screening requirements and began offering telemedicine.

March 20: Began staffing the Mayor's community testing site located in mid-city.

March 21: Stopped elective procedures.

March 22: Louisiana issued Stay-at-home order.

March 23: Helped launch the region's first community based processing lab. The River Road Testing Lab filled the testing gap needed for hospitals, nursing homes, prison facilities and EMS providers in south Louisiana.

March 27: Started filming weekly, Pregnancy nurse navigator video updates for social media.

March 30: Opened an outpatient COVID-19 testing drive-through at the Woman's Center for Wellness.

March 31: Received first food donation for entire hospital.

March 31: Opened 12-bed COVID-19 Unit.

MAR

May 4: Resumed elective procedures.

May 6: Woman's Fitness began offering virtual personal training sessions.

May 9: Launched the Pregnant During COVID-19
Survey Study to better understand women's health
and experiences during the COVID-19 pandemic.

May 15: Louisiana entered Phase 1.

May 18: Built employee COVID-19 app to make daily screenings easier.

MAY

July 8: Launched pregnancy and COVID-19 precautions campaign.

JUL

**September 7:** Installed a walk-through infrared body temperature detector for zero-contact temperature check.

September 11: Louisiana entered Phase 3.
September 25: Hosted Breast & GYN cancer

**September 25:** Hosted Breast & GYN car drive-through parade for survivors.

SEP

**November 24:** Louisiana entered Revised Phase 2.

NOV

#### **APR**

**April 4:** Began offering online pregnancy education classes and virtual support groups.

**April 13:** Initiated Woman's Warriors to acknowledge staff contributions to fighting the virus.

**April 14:** Hosted a "Park & Pray" on campus for employees and the community.

**April 17:** Launched Super Mom marketing campaign about women giving birth during the pandemic.

April 18: Conducted a Facebook community survey to ask women what would make them feel safe to come back to for regular care and elective procedures.

April 20: Woman's lab began processing all of its COVID-19 tests by obtaining an Emergency Use Authorization (EUA) from the FDA in less than 36 hours.

#### JUN

June 1: Deployed Woman's mammography coaches to offer screening mammograms with limited interaction.

June 4: Louisiana entered Phase 2.

#### **AUG**

**August 29:** Aided in Hurricane Laura relief by arranging transport of 14 NICU babies.

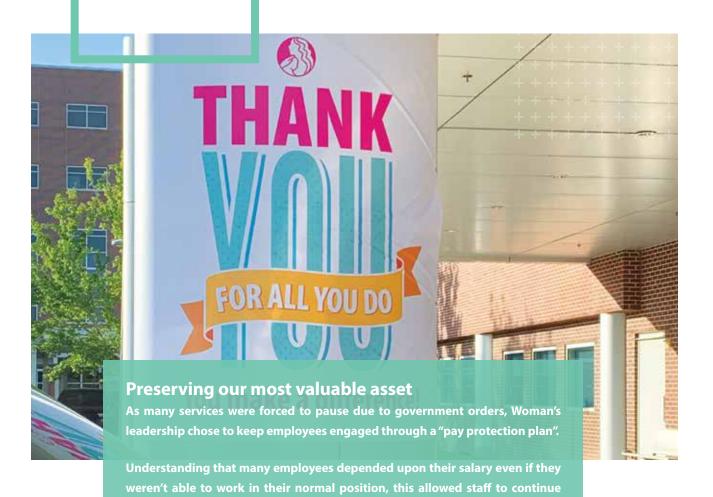
DEC

December 16: Began offering COVID-19 vaccines to staff.

# WOMAN'S WARRIORS

When the pandemic first reached us, Woman's employees were called upon to quickly make changes to meet the evolving needs of patients and the community. The unprecedented level of commitment and dedication our staff displayed during those first few months, and ever since, has been incredibly inspiring.

Woman's Warriors, a social media campaign, was developed to recognize the phenomenal actions taken by so many of our employees.



receiving their regular rate of pay and kept them available for the hospital's

evolving needs throughout the early pandemic.

#### Below are a few of the 45 Woman's Warrior posts that were highlighted.



#### Assessment Center (4-13-20)

It doesn't get more front line than the Woman's Assessment Center. This remarkable team is the first point of contact for many entering Woman's Hospital, and they've done a phenomenal job screening women and quickly getting them the care they need. Working in an ER atmosphere is hard work, and these women and men are strong examples of what can happen when expertise, trust and dedication come together.

#### **COVID-19 Isolation Unit (4-15-20)**

Woman's opened a separate hospital unit for women with COVID-19 infection. This unit is fully capable of caring for patients and their newborns during and after delivery. When we asked for help staffing the unit, our team responded overwhelmingly to the call. By working in isolation, they help preserve the safety of our healthy moms. This generous team is risking their lives every day so these women and babies can receive the best possible care.



#### Labor & Delivery (4-17-20)

Giving birth is hard on a good day, imagine during a pandemic. The Woman's Labor and Delivery unit works tremendously hard to help new moms welcome their babies into the world. Throughout this crisis, they've had to condense the wonder of welcoming a new baby to just a few witnesses and ask laboring moms to wear masks for protection. But they've also been cheerleaders and taken

on the role of stand-in moms and sisters. They've videotaped, Facetimed and photographed. They do all of this because miracles continue to happen every day at Woman's.

#### Mother/Baby (4-20-20)

Becoming a mother is one of the most significant changes a woman will ever experience. At Woman's, the Mother/Baby team's goal is for families to feel prepared when they go home and their commitment to our new moms has never wavered. This amazing group has been willing to accept any task including working the isolation unit without a second thought. Not just co-workers, this team is family and they are dedicated to all of the families in our community.



#### **Environmental Services (4-24-20)**

Keeping Woman's at its cleanest and safest is the top priority for our amazing Environmental Services (EVS) team, and we appreciate this phenomenal task. Using a 3-phase approach – hospital grade disinfectants, two germ zapping robots and an electrostatic cleaning system – they've kept the campus safe. Their high standards have protected the health of everyone who has walked through our doors.



During the initial COVID-19 outbreak, the need to protect our staff and patients was of utmost concern. Due to the early uncertainties surrounding the virus, Woman's joined healthcare facilities across the globe to find the safest and most effective ways to deliver care. All of our actions, however grand or small, made a difference in keeping us open and available to care for women and infants.

#### **Led safety measures**

Woman's was the first healthcare facility in Baton Rouge to announce reduced visitation in response to the virus. On March 13, Woman's announced they would limit visitation to one support person to protect the health of women in labor and their newborns.



Campus safety measures included:

- Socially-spaced waiting rooms
- Advanced disinfection technology
- Screened and masked staff

- Increased hand sanitizer stations
- Screenings for patient and visitors
- **Limited visitation**

#### At the forefront of innovative disinfection

In early 2019, Woman's invested in the Clorox® Total 360® System which uses one of the leading disinfection technologies in the nation - electrostatic disinfection technology. With this technology, Woman's was able to provide comprehensive surface treatment, quickly and easily, ensuring a cleaner, healthier environment for patients, staff and visitors.

#### **Guided pregnant women throughout the pandemic**

As the state's largest birthing hospital, Woman's took the lead on educating expecting women on the most effective ways to protect themselves and their babies. This included following early ACOG recommendations to quarantine during the last two weeks of pregnancy. In an effort to reach pregnant women, weekly video updates were featured on Facebook.

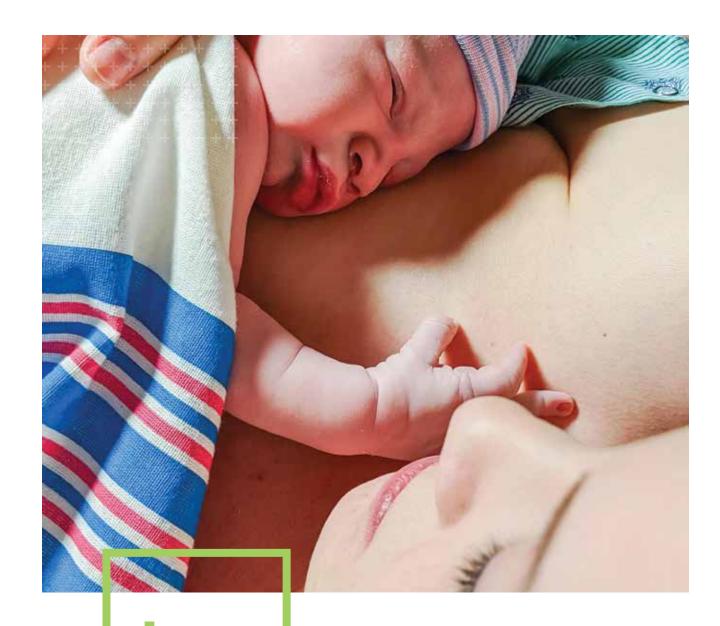
#### Hosted the area's first virtual healthcare event

Even before quarantine measures were implemented, NICU leadership made the decision to transition its annual reunion to online. On March 15, the NICU reunion was held on the Woman's Hospital Facebook page. The experience included videos from doctors and nurses, a virtual photo booth and messages from staff.

#### **Added Security Response Officers**

In early 2020, Woman's took a proactive approach to protect its staff, patients and visitors by deploying a hybrid approach to security. The hospital added 13 security response officers (SROs) to provide 24/7 first responder coverage. The SROs are highly trained security professionals with backgrounds in law enforcement and/or military.





# PATIENT CARE

Caring for others is what we do. The team at Woman's provides life-saving care every day, and when faced with a novel coronavirus outbreak, their dedication never wavered.

#### COVID-19 unit -

In order to provide the safest care for our patients and staff, we constructed an isolated COVID-19 unit by rearranging our existing hospital layout. We staffed this 12-bed unit to distance our COVID-19 positive patients away from our healthy laboring moms and surgery patients and minimize staff exposure.

In addition to critical care physicians, nurses and respiratory therapists, our COVID-19 unit teams included Maternal-Fetal Medicine physicians, OB-GYNs, Labor & Delivery, Mother/Baby and NICU nurses. Social workers comforted families who



yearned to be near their loved ones. Environmental services workers kept the unit clean with strict infection prevention guidelines. Working in isolation, our team fought hard to continue our mission – to improve the health of women and infants.

As the surge of infections eased, we disbanded the unit. However, in order to continue to meet the need for additional safety, Woman's Facilities team modified nearly a dozen patient rooms throughout the hospital-in order to isolate airflow and care for women on their appropriate units, such as Labor and Delivery and Mother/Baby.

Due to these extraordinary safety precautions, no Woman's employees contracted COVID-19 from patients.

#### The women and babies we cared for

As a specialty hospital, our COVID-19 patients included pregnant women and new moms. Caring for two patients at one time – mom and baby – is simply what we do on a daily basis. Caring for them during a global pandemic required a comprehensive team of specialists.

The pregnant women and new moms in our care who suffered from COVID-19 remain in our thoughts. We celebrated and shared in the joy of those who fought and recovered.

We also shared in the unimaginable grief for the moms, newborns and unborn children that were lost.



#### A new patient experience

#### **Magical Moments**

The pandemic threw a wrench in many plans, especially for expecting parents, but there was some unexpected magic in the midst of the mayhem. The first hour after the baby arrives is commonly referred to as the "The Magic Hour" when mother and baby enjoy skin-to-skin contact and have their first bonding experience.

In normal times, moms often feel rushed to finish the Magic Hour to allow for family members and visitors. However, with limited visitation, those pressures were erased and have led to a 10% increase in breastfeeding rates.

#### **Patient Comments:**

"The best part about having a baby during this time was the lack of visitors. We got so much bonding time with our little guy right from the start without people in and out interrupting. It really was magical in the mayhem."

"I'm really looking forward to no visitors to be in place in June when I deliver. Don't tell my mom."

"This part really was the sweet spot amongst all the other madness going on. I wish I would have fought for the no visitors at the hospital more with my first. This golden time with our second alone in the hospital and our first week at home with no visitors was precious!"







#### **Speaking directly to patients**

The constantly changing messaging during the pandemic was unprecedented. Social media and video became the easiest way to let the public know what services were available and to answer their questions.

Woman's OB Nurse Navigator has the ability to receive and reply to texts, so the hospital used this as a means to collect questions for bi-weekly videos broadcast over Facebook and Instagram.





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#### **Resuming services survey**

Due to the uncertainty and uniqueness of the situation, Woman's hosted a community survey on Facebook to ask women how they were feeling at that moment and what would make them feel safe to come back to for regular care and elective procedures. With these responses, the hospital was able to flex and meet the consumers' needs.

#### **Reached milestone for GRACE Program**

In April 2020, the Guiding Recovery and Creating Empowerment (GRACE) program for pregnant women suffering from opioid misuse enrolled its 100th expecting mom. The Center for Medicare and Medicaid Services also selected Louisiana as one of 10 states to participate in the Maternal Opioid Misuse (MOM) model program. Woman's will be the care delivery partner working with LDH to address gaps in the care of pregnant and postpartum Medicaid members with opioid use disorder.



2020 was the year no one expected, but despite the upheaval, everyone moved at lightning speed to adjust to this different environment. These changes led to many improvements in access to care.



#### **Telemedicine**

Following the COVID-19 virus outbreak, virtual medicine quickly became mainstream. Woman's clinics such as the breast specialists, endocrinology, metabolic care, weight loss, nutrition and health coaching all started offering telemedicine options. In 2020, thousands of telemedicine visits were logged at the hospital and the OB-GYN clinics located on campus.

#### **Zoom support groups**

Attendance at support groups has always varied depending on the topic, patients and time of year, but attendance skyrocketed when support went online. Women, in particular cancer patients with weakened immune systems, not only had the time to log in but they also felt more comfortable with camaraderie while in the safety of their own home.

#### Virtual childbirth education classes

With visitors not allowed on campus during the pandemic, Woman's transitioned much of its childbirth education to virtual classes for expecting parents to feel confident and prepared going into their baby's birth.

#### **Infrared & self-screening**

Every patient and visitor is required to undergo screening prior to entering Woman's facilities. In an effort to reduce wait times, the Physician Office Building offered a walk-through infrared body temperature detector for zero-contact temperature checks. This technology, along with an online screening tool, allowed the campus to expedite the screening process.



Pregnancy during the pandemic changed dramatically. Women were alone for most of their prenatal visits and only had one support person during most of their labor and delivery. Woman's pregnancy nurse navigator played a pivotal role in



keeping women informed. She served as a touch point for many women who had questions and were in need of assurance. Thousands of text messages were received during the 2020 pandemic.

#### **Mammography coaches**

Knowing many women were hesitant to visit the doctor's office or hospital for annual preventative screenings such as mammograms, Woman's deployed its two mammography coaches to locations in Baton Rouge and surrounding regions, offering women a limited interaction experience with the same 3D technology.

#### **Virtual fitness classes**

With so many people quarantined and the closure of exercise facilities, Woman's Fitness began offering online exercise classes and personal training sessions in May.

#### **Print Shop for signage**

The pandemic didn't stop birthdays or graduations, but it did affect how we celebrated these milestones. Woman's Graphic Services saw an increase in banner and signage sales to allow for socially-distanced well wishes.

# COMMUNITY TESTING

Woman's Laboratory is the cornerstone on which the hospital was built and has a longstanding history of innovation and research. During the 2020 pandemic, this team assumed a pivotal role in the community to help expedite processing of COVID-19 tests.



#### **Woman's COVID-19 Testing Timeline:**



March 20, 2020: Woman's provided staffing for the Mayor's community testing site located in mid-city.

March 23, 2020: Dr. Beverly Ogden, Woman's Medical Director of Pathology, alongside LSU researchers, LSU School of Veterinary Medicine and local hospitals, helped launch the region's first community based processing lab. The River Road Testing Lab was located at the LSU Vet School.

March 30, 2020: Woman's opened an outpatient testing drive-through at the Wellness Center for pregnant women and staff.

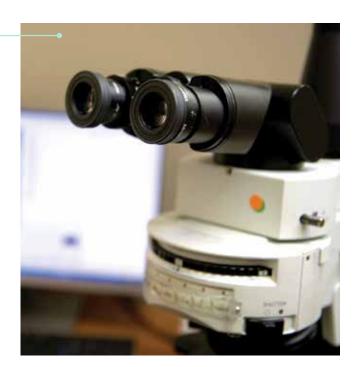
April 20, 2020: Woman's began processing all of its inpatient and outpatient COVID-19 tests for adults and pediatric patients in its own lab by obtaining an Emergency Use Authorization (EUA) from the Food and Drug Administration (FDA) in less than 36 hours.

Woman's was the first hospital in our community to offer in-house testing. By the end of 2020, Woman's Hospital laboratory had processed nearly 12,000 COVID-19 tests and activated three platforms for testing for COVID-19.

# Woman's Acquires Emergency Use Authorization from the FDA in record time.

"Getting tests approved by the FDA can sometimes take years," explained Dr. Ogden. "The FDA allowed an emergency use authorization to enable labs to begin testing earlier during the COVID-19 pandemic."

The Woman's lab took on the monumental task of completing its own FDA EUA for the Luminex Aries RT-PCR test for COVID-19 in just a day and a half.



Research studies are designed to advance scientific knowledge while protecting the people who volunteer to participate. 2020 dealt an incredible challenge to scientists worldwide in battling the effects of COVID-19. This past year, researchers at Woman's focused on gaining a better understanding of the mental effects of the virus – fears, concerns and lifestyle impacts.

#### **Pregnant During COVID-19 Survey Study**

In May 2020, Woman's launched a survey for pregnant women in the hopes to better understand the experience of being pregnant during the COVID-19 pandemic. The survey was open to all expecting mothers worldwide at any stage of pregnancy. It was the only study of its kind in Louisiana and one of a few in the nation. Still ongoing, more than 1,000 women have completed the survey across 605 different ZIP codes.

Led by Woman's Hospital Director of Scientific Research Elizabeth Sutton, PhD, the Pregnant During COVID-19 Survey series provided real-time data on how pregnant women are affected physically, mentally and sociologically during the pandemic.

"The most unique and exciting thing about this survey is that typically when research is done like this, it's done after the fact," Dr. Sutton explained. "This is an incredible opportunity to tell the story of how you're doing and how it feels to be pregnant in the moment as the pandemic is occurring and as it changes."

- The average gestational age was 25 weeks pregnant.
- 30% of respondents were tested for COVID-19 and 16% tested positive.
- 40% reported feeling more nervous and anxious than before the pandemic.
- 36% said they felt tired and sometimes exhausted.
- 20% were constantly imagining getting infected personally or having a member of their family become infected.

#### **Survey for Postpartum Women**

Woman's initiated an additional arm of the Pregnant During COVID-19 Survey Study to give new moms the opportunity to share how COVID-19 impacted their pregnancy, delivery, and experience of caring for a newborn.

#### **Impact of COVID-19 Pandemic on Healthcare Workers Survey**

To learn how the COVID-19 pandemic is affecting our healthcare workers, Woman's surveyed healthcare workers regarding their job, physical and mental health during the COVID-19 outbreak.

#### Impact of COVID-19 Pandemic on Physicians-in-Training Survey Study

This study was aimed at helping researchers learn about the changes in training and education of physicians-in-training (medical school students, residents, and fellows) during the COVID-19 pandemic. Results of this study have been submitted to the American College of Obstetricians and Gynecologists' annual conference for presentation.



 Recognized by American Heart Association for Workplace Health Achievement Gold Level status for the organization's commitment to build a culture of health in the workplace.



 Named a 2020 Best Place to Work in Healthcare for large employers by Modern Healthcare for the 13th year in a row.



 Awarded for excellence in patient experience by Press Ganey for sixth straight year for its outstanding inpatient experience, ranking the hospital in the top five percent in the U.S.



Became the first in Louisiana to join North American Fetal Therapy Network (NAFTNet), an association of medical centers in the U.S. and Canada focused on fetal surgery and care for complex disorders of the fetus.



 Rated the only 4-star hospital in Baton Rouge by the Center for Medicare & Medicaid Services (CMS) for delivering the best outcomes and quality care for patients.



 Achieved Gift re-designation from the Louisiana Department of Health for demonstrating successful implementation of policies that align with the Ten Steps to Successful Breastfeeding.

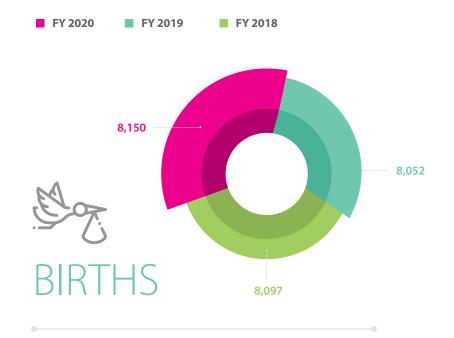


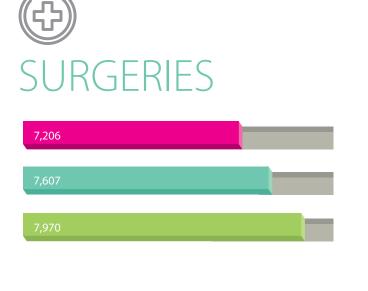
 Amid the race to stop the spread of COVID-19, Woman's also continued its fight against cancer. Alongside the addition of gynecologic oncologist, Dr. Laurel King to our team, Woman's expanded into the Lafayette market with the opening of a Gynecologic Oncology Clinic.

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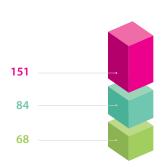
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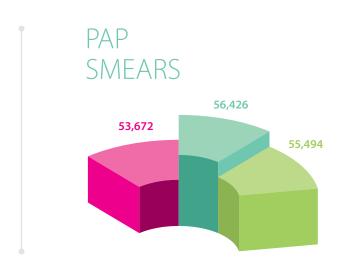




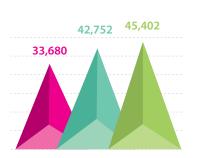
	FY 2020	FY 2019	FY 2018
Adult Admissions	9,597	9,685	9,778
Adult ALOS	2.72 days	2.73 days	2.81 days
Adult Patient Days	26,028	26,611	27,483
Births	8,150	8,052	8,097
NICU Admissions	1,171	1,160	1,179
NICU ALOS	19.6 days	19.00 days	19.52 days
NICU Patient Days	23,816	24,085	23,010
Neonatal Transports	151	84	68
Maternal-Fetal Medicine Visits	10,874	8,170	10,705
Surgeries	7,206	7,970	7,607
Pap Smears	53,672	56,426	55,494
Breast Procedures	33,680	42,752	45,402
Other Outpatient Services	657,427	655,585	613,340

#### NEONATAL TRANSPORTS





## BREAST PROCEDURES



## MATERNAL-FETAL MEDICINE VISITS



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Shawn Kleinpeter, MD

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#### MISSION

The Foundation for Woman's raises philanthropic support to improve the health of women and infants at Woman's.

#### **HISTORY**

We are a 501(c)3 nonprofit organization formed in July, 2014 as a supporting foundation for Woman's Hospital. 225-924-8720 | womans.org/giving

#### **BOARD OF TRUSTEES**

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#### **Giving to Meet Our Community's Needs**

The concept of Woman's Hospital originated more than 50 years ago when a group of 20 physicians dreamed of a facility centered on the unique needs of women and newborn babies. In 1968, Woman's opened its doors, becoming one of the first women's specialty hospitals in the nation.

More than 50 years later, the physicians and staff at Woman's are committed to improving the lives of women and infants every day. Through generous donations from individuals, corporations and philanthropic foundations, we are able to provide vital programs and services for the most vulnerable women and infants in the Baton Rouge area and throughout south Louisiana.



Making pregnancy safer with medical, lifestyle and care navigation for women during pregnancy and the postpartum recovery period.



Fighting for critically ill infants through specialized programs and services to enhance care and improve outcomes for sick and premature babies.



Detecting cancer earlier with life-saving cancer screenings on two mammography coaches traveling through 31 parishes across our region; and caring for women with cancer through medical exercise, nutrition, therapy and support programs.



Improving health outcomes through research focused on discovering risk factors and developing interventions to prevent chronic disease throughout a woman's life, improving the health of her family and influencing the delivery of high-quality healthcare where inequities exist across our state.

# PANDEMIC GIVING

Despite 2020's challenges, we are grateful to our community of neighbors who provided generously to our team during the unprecedented battle in healthcare.

Donors provided more than 65,000 masks and 9,000 meals, funding for testing and screening for pregnant women, and technology for families with infants in the NICU to maintain connection with their babies. You remembered the women and infants we fight for every day and you kept us strong.

The first food deliveries were from the Little Village restaurant to our most overwhelmed nursing units. The first hospital-wide food donation was from Mr. Richard Lipsey who purchased food from local restaurants. Over the summer, dozens of local eateries brought food to keep our staff nourished and to feel appreciated.

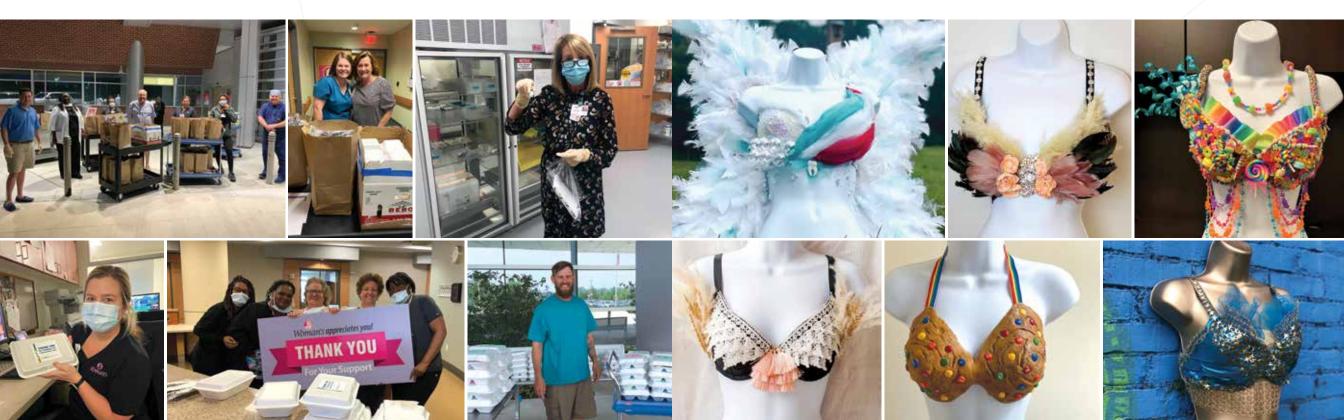
Contributions to Foundation for Woman's also provided an ultra-cold freezer needed to expand cold storage space for the COVID-19 vaccines.

#### **BUST Out for Breast Cancer 2020**

BUST Breast Cancer, a bra art fashion show, chef showcase and silent auction raises more than \$350,000 for the mobile mammography program each year.

Knowing the mobile mammography program was critical during a time when women are even more reluctant to travel for a mammogram, volunteers stepped forward to create a fun way to BUST Out in 2020!

The event was transformed into a "socially-distanced" community-wide effort in 2020. Generous businesses, restaurants and artists designed bras of art and displayed their creativity to support screening mammograms for underserved women. The online campaign was an amazing success thanks to our community of caring people. The re-imagined event raised \$101,000 to provide 450 screening mammograms.



"I felt like a good hot meal would be comforting to the doctors and nurses. What I want to say to them is probably what every one of their patients would like to say if they were able. I'm thanking them for taking care of the citizens of Baton Rouge." – Mr. Richard Lipsey

## In recognition of the significant investment made by our partners in the health of our community.

Individuals, corporations and foundations whose contributions to Foundation for Woman's total \$1,000 or more (October 1, 2019 – September 30, 2020).

#### \$100,000 and above

Louisiana Department of Health The United Health Foundation

#### \$50,000 - \$99,000

Novo Nordisk Inc.

#### \$25,000 - \$49,999

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Members of the Woman's Impact Society have committed to donating at least \$1,000 per year for three or more years.

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We greatly appreciate gifts of all amounts, and every effort has been made to ensure that this is an accurate list of donors who have made charitable contributions to Woman's between October 1, 2019 and September 30, 2020. If you notice an error or omission, please accept our sincere apology and notify Foundation for Woman's, PO Box 95009, Baton Rouge, LA 70895-9009, 225-924-8720, giving@womans.org.



