



Foundation for *Woman's*

# Woman's Impact

Improving the health of women and infants.

WINTER 2020

## Bras of Art in Support of Early Detection

30 Bras of Art

20,438 votes

**TOTAL RAISED: \$101,093**

*Your support provided 450  
screening mammograms.*

THANK YOU BATON ROUGE! You made something incredible happen. You stepped up when COVID-19 threatened our fight against breast cancer and inspired us to re-imagine BUST Breast Cancer.

**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!**

BUST Breast Cancer raises essential funding for the mobile mammography program each year. The event was transformed into a "socially-distanced" community-wide effort and launched on September 24. Generous businesses, restaurants and artists designed bras 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.

We are grateful for your support.  
**THANK YOU!**



Sullivan Dental Center was the "Top Fundraiser" with \$4,600 in donations for their bra.



SoSis and Annie Claire Designs



Advanced Office Systems

# Inspired Giving



Anthony Evans, MD, PhD, medical director of gynecologic oncology at the Breast & GYN Cancer Pavilion, specializes in diagnosis and treatment of cancers of the female reproductive system. Dr. Evans is one of the few GYN oncologists in Louisiana. He gives back to Woman's to show his support and appreciation for the hospital's commitment to excellence. Dr. Evans says, "Every day I have patients tell me how great their experience is at Woman's and people are traveling from all over Louisiana to get treated here."

**Thank you Dr. Evans, we are so happy to have you on our team!**

**Thanks to friends like you, we are adding a second High-Dose-Rate (HDR) Brachytherapy suite to the Breast & GYN Cancer Pavilion.** GYN cancer patients receive timely treatment and are comfortable during a long procedure. Patients receive treatment, planning and care delivery in the same space- making Woman's one of the few facilities in the country designed for both patient convenience and staff efficiency.

# William Edwin Montan Charitable Trust

Woman's Research Registry is connecting women to researchers and doctors to tackle some of Louisiana's biggest health challenges. Researchers and doctors learn more about health outcomes and complications that women in our community face. The registry is funded by a grant from the William Edwin Montan Charitable Trust. For a list of current research studies and for more information, visit [womans.org/about-womans/research](http://womans.org/about-womans/research).



"I've volunteered at Woman's and been a donor for about 15 years. Early on, I recognized that Woman's was a special place. Woman's touches nearly every family in our community in some way. My wife and I are proud to be a leadership donor and a Corporate Partner through my business, NFP Corporate Services (LA), Inc."

**Chris Ciesielski,**  
Chair, Board of Trustees Foundation for Woman's and member of the Woman's Hospital Board of Directors

## 2020 Board of Trustees

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## Sponsors

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# Fore!Kids Foundation Supports NICU Parents

Woman's NICU Parent Tele-Communications Program uses iPads to help healthcare staff/physicians and parents of NICU babies communicate when in-person visits are not possible. Parents can participate in online discussions about treatment, check on their baby and learn how to provide care. With the combination of audio and visual communication made possible by using iPads, parents gain a better understanding of their baby's care. The Foundation for Woman's purchased three iPads with a grant from Fore!Kids Foundation.

# In the Community

A generous community provides support for Woman's.

1. *Bela Robertson, a Woodlawn High School student, used her savings for a new computer to donate to Woman's for breast cancer support.*
2. *Berkshire Hathaway organized a Pink Pong tournament raising \$7,000 in support of the Breast & GYN Cancer Pavilion. Left to right: Hope Kidder, Chase Muller, Angi Bourque, Jonathan Starns and Kelli Wascom.*
3. *Perkins Rowe raised over \$500 during the month of October for their Geaux Pink fundraiser. All proceeds support breast services at the Breast & GYN Cancer.*
4. *Quota Club of Baton Rouge donated newborn starter kits. Left to right: Lynn Bradley, Pam Beadle and Melanie Frazier.*
5. *Donations made by Woman's employees were delivered to Asbury Methodist Church in Lafayette for Hurricane Laura relief.*
6. *Thanks to the Country Club of Louisiana Ladies Golf Association for organizing their annual "Rally for the Coach" tournament. Chaired by Donna Jolly, the Country Club of Louisiana Ladies Golf Association raised over \$3,000 for the mammography coaches.*
7. *OLS Community Homes, Inc., clients, staff and Karen Coor organized a two mile Breast Cancer Awareness walk on October 30 and raised \$1,000. Karen has been fighting GYN cancer since last December and is a patient of Woman's.*
8. *Ronnie Mulligan donates his tips as he performs around town. He has raised over \$3,000 for Woman's mammography coaches. Ronnie's most recent performance was on the patio at Papi's in Zachary on October 2, 2020.*
9. *Bella Bowman Foundation donated comfort care bags for NICU families to make their hospital stay more comfortable.*



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# Making a Difference

## Supporting Families Experiencing Loss or Coping with a Serious Illness

Ann, who had advanced GYN cancer, was hospitalized at Woman's for 35 days. Her mother stayed by her side, afraid to leave her daughter alone. When discharge was approved, both mom and patient were worried about a comfortable gown for Ann to wear home. The Patient Support fund made it possible for Woman's to provide this very personal and basic need for Ann.

A gift to the Patient Support Fund provides little extra things that many families need for healing. Your gifts serve families in our community in many ways. **Your generosity provides screening, medical services, wellness programs and patient assistance for immediate needs.** The Patient Support fund provides the extras that encourage women to overcome barriers to healing like transportation, discharge medications, clothing and individualized assistance for families.

**Your donations change lives in so many ways. Sometimes parents simply need to know someone cares.**

A new mother was grieving the loss of a newborn while learning to care for his twin in the NICU. She was overwhelmed by her conflicting emotions - gratitude for the support of the Woman's staff during the difficult delivery...grief for the loss of one baby...joy for the new life of her surviving child.

The Palliative Care training that Woman's NICU staff received helped them support this new mom during this painful time. One small, but significant gesture they'd learned through training was to place a candle in the window of an empty NICU room to recognize and celebrate the brief life of the twin that passed away.

Woman's Palliative Care Program also supports women with cancer by providing symptom relief and emotional support. **Your gift to the Foundation for Woman's helps provide Palliative Care training, memory items and the little extras, like the candle in the NICU, that help our patients cope.**



### Pink Partners



### Bra Partners

- |                               |  |                                |                                  |
|-------------------------------|--|--------------------------------|----------------------------------|
| Advanced Office Systems, Inc. | Great American Cookies/<br>Marble Slab Ice Cream | Mission Heart                  | Tramonte's Meat & Seafood Market |
| Andy V Renditions             | Head Over Heels                                  | On the Boulevard Salon and Spa | TWRU CPAs & Financial Advisors   |
| Arthur J. Gallagher & Co.     | Jasmines on the Bayou                            | Randi Attuso                   | Vantage Contractors              |
| Baton Rouge BeignYAYS         | Laurie Cary                                      | SoSis Boutique                 | Virginia Berthelot               |
| Becky Ward                    | LD Linens and Decor                              | Stephanie Dixon                | Woman's Hospital Marketing       |
| Caress Crake                  | Lindsey Rogillio                                 | Sugar and Bronze               | Zori Chaney                      |
| Christian Brothers Automotive | Lux Salon and Spa                                | The Creative Touch, Inc.       |                                  |
| Christina Flores              |  | TITLE Boxing Club Baton Rouge  |                                  |



Becky Gottsegen with the bra she designed for Great American Cookie Company.



Nathan Matticks, Heather Rioux, and Greg Meltzer with Lux Salon.



Team Ray rallied for BBC and Rayanna Messenger, owner of Messenger's Gifts, who is fighting her own battle with breast cancer (pictured standing third from the left). They raised over \$2,600 for Woman's mammography coaches through a give back event on October 17.



Angie Ray, Jamie Samson, Courtney Edwards, Danielle LeBouef, Becky Gottsegen, Melissa Wallace, Jeanne Green and Becca Bartlett meet for BUST Breast Cancer planning.

  
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**CAN MAKE A DIFFERENCE  
WITH AN END-OF-YEAR GIFT**

Despite the challenges in 2020, we find so much to be thankful for. Donors like you who remembered the women and infants we fight for every day kept us strong. You are an important part of the Woman's team and for that, we are grateful.

### **Your compassion and generosity helps our most vulnerable patients.**

The pandemic has changed so much about our world, yet Woman's continues to meet the challenges we face. The need is growing for critical programs and services supported by your gifts. Your contribution to Woman's makes a lasting impact for women and infants in your community.

- Your **compassion** gives premature babies the healthiest start in life.
- Your **concern** helps pregnant women navigate their prenatal care.
- Your **commitment** to early detection provides a mammogram and cancer services for a woman who is uninsured.
- Your **care** for others provides help when families cannot.

**As you look to the hope of a new year, please consider a gift to Woman's. Your gift makes a difference.**

**Donate online at [womans.org/giving](https://womans.org/giving) or text "bestgift" to 91999.**