



Foundation for *Woman's*

Woman's Impact

Improving the health of women and infants.

SPRING 2021

A Family Tradition of Giving

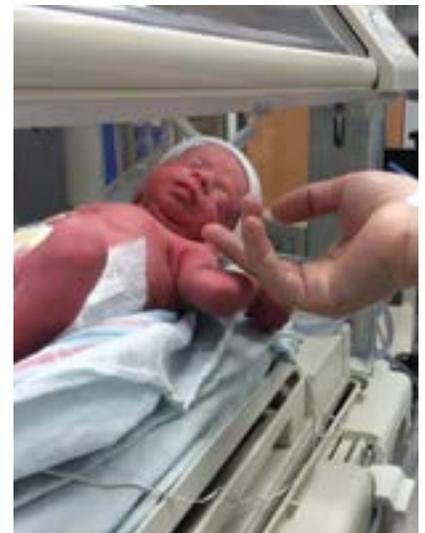


Brady and Bailey making mask lanyards to help babies in the NICU.

In 2014, Robin Taylor was pregnant with her daughter, Bailey. At 32 weeks pregnant, she thought she was experiencing Braxton Hicks contractions. Her nurse told her to come to the hospital “just to be safe” and, because of that phone call, Robin and her baby are alive today. It turned out that Robin had a blood clot and, as a result, her daughter was delivered two months early and stayed in the NICU for nearly a month before going home.

As she's watched Bailey grow into a wonderful, active 7-year-old, Robin is forever grateful for the care she and her daughter received at Woman's.

“Every year I teach my girls the lesson of giving back and ask that they create an annual fundraiser to support a charity of their choice. This year I was so proud that they chose Woman's NICU. They even made and sold personalized mask lanyards to help with fundraising efforts. Between allowances, donations and their talents, Bailey and Brady raised over \$400! I want to thank the staff at Woman's for all that you do!” says Robin.



Inspired Giving

Employees Giving Back

The **2021 We are Woman's Employee Giving Campaign** raised more than **\$172,000** to provide critical support to patients, their families, and co-workers in difficult circumstances. Every year, employees make a gift to programs that are most important to them and together make a big impact.

Some incredible programs and services made possible by these donations:

- Supporting women with cancer with nutrition counseling and medical exercise.
- Showing compassion to patients and families through adult and perinatal palliative care programs.
- Connecting families with healthcare providers through the NICU Parent Tele-Communication Program.
- Easing the pain and stress of childbirth through comfort supplies for OB patients.
- Improving lives of women and infants through support of research projects.
- Helping employees during personal emergencies.
- Funding departmental grants to improve patient care such as hearing aid assistance.



Employee donations provide the gift of hearing to young patients.

2021 Board of Trustees

Sarah Grace Brooks
Chris Ciesielski
John Everett
Pat Felder
Rose Marie Fife
Donna Fraiche
Greg Gelpi, MD
Cathy S. Giering
Celton Hayden, Jr.
Janet L. Olson
Kimberly Lewis Robinson
Gabriella St. Amant
Kathryn Sullivan
Erin Monroe Wesley
Tom Yura

Barbara Griffith, MD
*Chief Executive Officer/
President
Woman's Hospital*

Keila Stovall
*President
Foundation for Woman's*



John Everett
IberiaBank



Kathryn Sullivan
Community Volunteer



Erin Monroe Wesley
Cox Communications

The Woman's Hospital Board of Directors elected three new members to the Foundation for Woman's Board of Trustees to begin their terms in 2021.

A Gift of Gratitude



Mary and her husband Bill McNamara vacationing in Yellowstone National Park.

Last November, Mary Helen Burns had a routine mammogram and was shocked that she needed further testing. The diagnostic test revealed a spot on her breast. She would need surgery and radiation to remove the cancer.

As Mary reflected on her experience and care team at Woman's, she chose to make a gift to Woman's in honor of Dr. Cecilia Cuntz, a Woman's breast surgeon, and her staff as a way of showing her extreme gratitude.

"Dr. Cuntz was wonderful, very compassionate and thorough. The hospital made me feel so comfortable - since it's women treating women. Women know how other women feel."

And it was the little things that made my experience better, like putting socks on my feet, giving me a warm blanket and the ease of getting in and out of the facility. All of those things made a big difference," said Mary.

"I had no idea all that Woman's had to offer. It really opened my eyes to what's available right here, at home. I'm so proud that our city offers this level of medical care in a comforting, compassionate atmosphere."

Patients often ask how they can say **"thank you"** to the people who are providing exceptional care at Woman's. Through the **Gifts of Gratitude** program you can express your appreciation and extend support in honor of a nurse, physician, staff member or department.

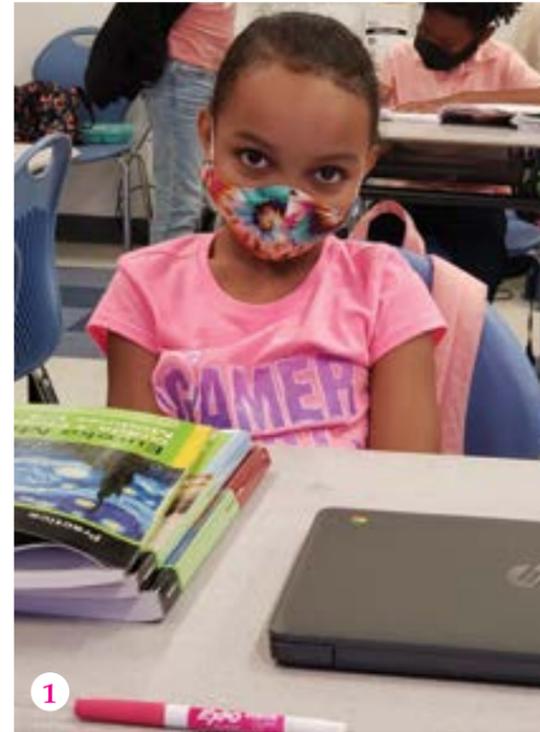
Your gift will make a difference in the lives of future patients.

Visit womans.org/gratitude to learn more or text **SAYTHANKS to 41444** to give now.

In the Community

A generous community provides support for Woman's.

1. Students attending **Impact Charter School** donated \$300 during their **Geaux Pink Day** in support of the **Breast and GYN Cancer Pavilion** at **Woman's Hospital**, a partnership of **Mary Bird Perkins-Our Lady of the Lake Cancer Center** and **Woman's Hospital**.
2. Thanks to **The Little Village and Catering Cajun** for providing more than 1,000 meals to feed **Woman's** nursing staff routinely since April.
3. **Raising Cane's** Siegen Lane and Prairieville locations donated over \$1,800 for COVID-19 relief from the sale of their mask gaiters.
4. Angela Cassard, principal of **Copper Mill Elementary School** presented **Woman's** Chief Philanthropy Officer, Keila Stovall with a check for over \$300 from their Pink Day during October.
5. **Louisiana State Troopers Association** and **Bassett Furniture** donated cribs to **Woman's** NICU to support an initiative to educate new parents on safe sleep practices and provide safe beds to parents in need.
6. Allie Rupp, owner of **Fashion Allie**, presented **Melissa Curry**, **Foundation for Woman's**, with a check for \$372.30 from the pop-up shop fundraiser in support of **Woman's** breast cancer programs.
7. **Louisiana Correctional Institute for Women's** Pink fundraiser raised \$2,438 to support **Woman's** Mobile Mammography program.
8. Molly LeJeune and owner of **Advanced Office Systems**, Jason Johnson, were presented with the "Third Place Fundraiser" award for the re-imagined **BUST Breast Cancer** event.
9. **Angie Ray**, **BUST Breast Cancer** volunteer, hangs winning bra in the **Breast & GYN Cancer Pavilion**.



1



2



3



4



5



6



7



8



9

To host a fundraising event in support of **Woman's**, email melissa.curry@womans.org or call 225-924-8749.

Making a Difference

Community Nominates NICU to Receive 4moms mamaRoo® Infant Seat Donation



NICU staff accepting mamaRoo infant seat donation.

Woman's Hospital is one of 10 hospitals nationally to receive a "moving" NICU donation from Project 4—an initiative sponsored by Project Sweet Peas, and 4moms, the makers of the mamaRoo infant seat.

Project 4's "Nominate a NICU" program invites parents, families and hospital employees to share stories

about their incredible NICU teams for the opportunity to become one of 10 hospitals to receive the mamaRoo infant seat.

The mamaRoo infant seat is currently used in more than 375 hospitals across the country. Doctors and nurses find the natural bouncing and swaying motion of the seat

to be transformational in caring for premature babies, and babies with severe conditions, such as Neonatal Abstinence Syndrome (NAS).

"We received over 3,200 nominations, including nearly 200 for Woman's Hospital – the most of any hospital in the country. It's clear that this community is passionate and thankful for this NICU. We were honored to be able to support this team and their efforts to help comfort their tiniest patients," said Amie Stanton, Director of Brand Engagement at 4moms.

"We are grateful for the donation and honored to have the support from those who nominated us," said Laurel Kitto, NICU Director at Woman's Hospital. "The mamaRoo is a favorite with NICU nurses and families, and now we can help more of our tiniest patients."

Your Gifts are Working to Win the Battle Against COVID-19



Woman's Pharmacy Director, Peggy Dean with the first shipment of vaccines.

As vaccines were approved and distribution began at the end of 2020, our community eagerly anticipated the arrival of a large supply of COVID-19 vaccines. Woman's learned that the vaccine required an ultra-cold freezer and must be stored at negative 80-60 degrees Celsius, much colder than typical freezers. We needed to react immediately in order to prepare for our vaccine delivery.



Dr. Mindy Bowie receiving one of Woman's first COVID-19 vaccines.

Donors like you helped Woman's purchase the ultra-cold freezer needed to expand cold storage space and increase the number of doses available for people in our area.

Thanks to your support, Woman's became a critical resource for independent healthcare providers in Baton Rouge, vaccinating staff from urgent care centers, specialized physician practices, dental offices, and other healthcare providers without access to the vaccine.

As we continue distribution of the vaccine and reach more people in our community, Woman's has partnered with The Baton Rouge Clinic. The partnership will distribute COVID-19 vaccinations based on the tiers set forth by the Louisiana Department of Health. Woman's is committed to efficient and equitable distribution of the vaccine.

The specialized freezer is the most recent contribution donors like you have made to Woman's during the COVID-19 pandemic. Throughout the pandemic, the Woman's team has felt the incredible generosity of the community. Thank you for all the meals, masks, financial contributions and the endless ways you have shown your support throughout this past year. You are an important partner with us as we continue developing public and private partnerships that provide medical care, community education and vaccinations during the pandemic.

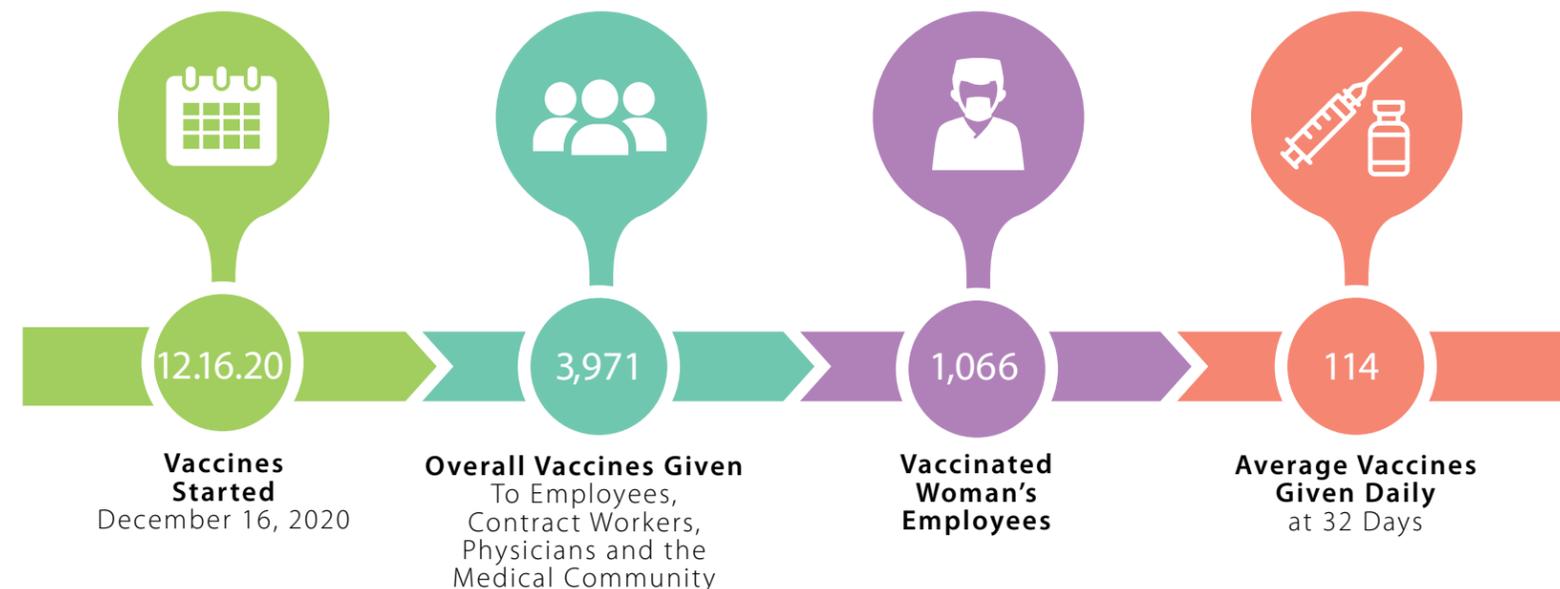
Support **Woman's** While Shopping!



We work with local and national partners so you can shop and give back to Woman's.

Choose **Foundation for Woman's** when you shop on:

- **Target Circle**
- **Amazon Smile**
- **Billy Heroman's Helping Hands**





Foundation for *Woman's*

PO Box 95009

Baton Rouge, LA 70895

NON-PROFIT ORG.

U.S. POSTAGE

PAID

PERMIT NO. 236

BATON ROUGE, LA



YOU MAKE A DIFFERENCE

Every parent has hopes and dreams for their unborn child. Above all, they hope for a normal delivery and healthy newborn. Unfortunately, not every parent has access to prenatal care to ensure the healthiest outcome. This is why your gift to Woman's today is so important.

- Because of you, our pregnancy nurse navigator is available to text or call any pregnant woman in our community managing fears and uncertainty.
- Because of you, our care team will provide the highest level of specialized care, counseling, and diagnostic services for high-risk pregnancies.
- Because of you, moms will have access to the most basic baby essentials. Moms in need will no longer worry about bringing their baby home without a car seat, diapers or safe space to sleep.
- Because of you, patients with transportation barriers will have access to rides to get to their prenatal appointments.

**When you make a gift to Woman's, you are showing how much you care about vulnerable women and babies in our community. Will you please consider a gift today?
Donate online at womans.org/giving or text "bestgift" to 91999.**