



Foundation for *Woman's*





**Woman's is for the individual.**

The mother.  
The daughter.  
The sister.  
The wife.  
The friend.

*We are here for a woman's entire life; from the moment she is born to a time when she needs physical healing.*

*Over the last four decades, Woman's has become the regional leader in serving women in all stages of life. It is the 17th largest freestanding hospital for women in the United States. It's also a place where every woman receives individualized, exceptional care and excellent service.*

*Woman's cares for a woman during her life's exciting moments and during her challenging times, guiding her through the expected and the unexpected. And like a best friend, Woman's holds her hand every step of the way.*

**We recognize that every life experience is unique. To best understand the care that Woman's provides, join us in following one woman's journey.**



Her journey begins...

she's getting to know herself



### **Body Basics**

She visited Woman's on several occasions – the births of her younger brothers, visiting her grandmother after surgery – but this time is a bit different. Born at Woman's just 12 years ago, it is now time for a young girl to have “the talk.” Her mother brings her to Woman's Body Basics for Girls class, where she learns how her body is changing during puberty – and preparing her to have children of her own in the future. It's a confusing time in her life, but the class lays a foundation for a positive body image that she will carry with her through young adulthood.

### **Breast Self-Awareness**

Starting in her 20s, her physician reminds her about the importance of being in tune with her body, including being aware of how her breasts normally look and feel.

“Early detection is the most effective tool in the fight against breast cancer. Being aware of subtle changes in your breasts could save your life one day.”

— Dr. Susan Puyau, Chief Medical Officer

### **Cervical Cancer Prevention and Detection**

Now 21, it's time for her to start getting an annual Pap smear, which detects cervical cancer, as well as a pelvic exam. She first visited the gynecologist at age 15 for a general checkup, so she feels comfortable and has an idea of what to expect.



she's ready to start a family

### **Fertility**

It's the right time in her life, and she has been trying to get pregnant for several months. The woman decides to visit a fertility specialist to begin her pregnancy journey.

### **Pregnancy and Parenting Classes**

She's pregnant! It's an exciting time for the woman, but she needs guidance to prepare for motherhood. A friend recommends the classes at Woman's. Not only does she learn the basics of caring for a baby, including bathing, feeding, swaddling and diapering, but also the importance of breastfeeding, which is beneficial for both her and her baby. As delivery day nears, prenatal yoga classes help her prepare physically, mentally and emotionally for giving birth and becoming a mother.

### **Assessment Center**

It's close to the woman's due date, and she is having contractions. She goes to the Assessment Center, which is the point of entry for women in labor. This area of the hospital also handles all obstetrical, gynecological and breast emergencies.



### **Antepartum**

Should the woman need to be admitted for bed rest and close observation, she will be cared for in Antepartum, which was designed to be a home away from home. It includes a resource and support group room to help the mom-to-be learn important information to use before and after delivery.



### **Mother-to-Child HIV Transmission Prevention**

*Woman's Mother-to-Child HIV Transmission Prevention program works to prevent the transmission of HIV from mothers to newborns during birth. Without intervention, up to 40 percent of HIV-positive pregnant women could transmit the virus to their babies. With this program, the chance of transmission can be decreased to less than two percent. Since 2005, Woman's has not had an HIV-positive baby born to a mother enrolled in the program.*

*A specially trained nurse provides case management for women with HIV and their babies, from diagnosis to one year after delivery. After delivery, babies receive anti-retroviral medication for six weeks. Continued community support provides this service at no charge.*

### **Diabetes**

Diagnosed with gestational diabetes during pregnancy, the woman is at a higher risk of developing type 2 diabetes. If she develops the disease, an educator can teach her how to care for herself to reduce unnecessary hospital admissions as well as prevent complications.



### **Maternal-Fetal Medicine**

If the woman's pregnancy turns out to be high risk, Woman's Maternal-Fetal Medicine (MFM) specialists will work closely with her obstetrician to provide advanced screening and treatment. Her baby may require a variety of diagnostic tests, like high-resolution ultrasound, fetal heart studies and umbilical blood sampling. MFM doctors travel throughout the region to care for women with high-risk conditions, including multiple pregnancies, premature labor, gestational diabetes, hypertension and more.



### **Labor and Delivery**

It's birth day! A full 40 weeks has passed since the woman became pregnant, giving her baby a healthy start. She discussed her birth plan with her physician and decided on a natural labor and delivery.

Childbirth can often last hours, so Woman's made comfort and space a priority when designing the large patient rooms. The laboring tub in the bathroom helps ease her labor pains and adjust her position for greatest comfort. To relax, she uses a birthing ball to decrease muscle straining, then the birthing bar to help her pull herself up and forward during labor and delivery.

Her baby is soon born, and they recover together in Mother/Baby to help form the lifelong connection that begins in these precious moments following birth.

### **Breastfeeding Support**

Woman's believes in the importance of breastfeeding and has been recognized for its efforts to improve breastfeeding rates. Breast milk can prevent disease, provide the best nutrition and even lower the risk of allergy and dental problems in babies. Though breastfeeding is a natural process, it's not always the easiest.

A certified lactation specialist visits the new mom to equip her with the knowledge and skills necessary to successfully breastfeed. When she needs support in the middle of the night, Woman's is there to help.

And even after she goes home, the new mom can call Woman's Lactation Warmline for free phone consultations and troubleshooting advice from a registered nurse daily. This service is available not only to Woman's patients, but to anyone and everyone.

Breastfeeding support is also available to mothers of high-risk babies in Woman's Newborn and Infant Intensive Care Unit.

# She's facing the challenges of motherhood



## NICU

Woman's cares for the most critically ill infants in Louisiana. Should a problem arise after birth, the woman's baby will be taken to Woman's Newborn and Infant Intensive Care Unit (NICU), where a neonatologist will oversee his care and will consult pediatric sub-specialists, including a neurologist, neurosurgeon, general surgeon, geneticist and ophthalmologist if necessary.

The baby will grow stronger in a large private room, which allows more privacy and personal time; the large room also allows staff to manage the baby's environment to suit his specific needs. His mother will never be far away; parents are able to stay overnight in the days, weeks and months ahead.

Should the baby need surgery, an operating room was designed to meet his exact needs, and his risk of infection will be reduced because surgery is performed in the NICU. The same staff will care for him after surgery. Pediatric surgery is available at Woman's for children up to 12 months of age.

## Human Donor Milk

One of the most effective tools is also the most basic: breast milk. Sick and premature babies have significantly better outcomes when fed breast milk; it protects against necrotizing enterocolitis, a serious, often fatal illness in which the small intestine becomes inflamed and starts to decay.

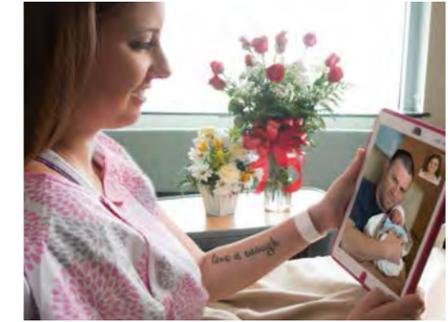
However, the woman may not be able to breastfeed for several health reasons; she may be on certain medications that may be transferred to her breast milk, or she may have physical limitations that prevent her from breastfeeding.

Woman's Human Donor Milk program accepts breast milk from licensed human milk banks across the country, and ensures her baby can get the nutrition he needs.

## Virtual NICU Visits

Mothers are sometimes unable to visit in the NICU because they are still recovering from their own health complications after delivery. But thanks to the "JoeyTime" program, parents can be virtually connected with their sick and premature babies. An iPad is set up next to the baby's incubator, and parents can use another iPad to see their baby.

The JoeyTime program was made possible by Joey Aiden Roth, founder of Jar for Change. He placed jars in schools, libraries, grocery stores and other public places so people could donate their loose change. Roth collected more than \$5,000 and donated the funds to Woman's for the JoeyTime program.



*"For a new mother, it's devastating to have a baby in the NICU. It's even more difficult if she has complications after childbirth and cannot be by her baby's bedside. Not only does JoeyTime help with bonding, but it also makes it easier for her to be a part of her baby's care team."*

*— Laurel Kitto, MSN, RNC-NIC  
Newborn and Infant Intensive Care Unit Director*

## Palliative Care

Palliative care can provide the best quality of life for an ill woman or a newborn experiencing a life-limiting condition. Woman's Palliative Care team provides

compassion and support for parents facing stillborn delivery, extreme prematurity and more. The team also supports adult patients with late-stage cancer.



### Neurodevelopmental Clinic

If the baby has a low birth weight, he may receive follow-up care after leaving the NICU at Woman's Neurodevelopmental Clinic. Physicians, nurses and therapists will address the baby's issues as early as possible to give him the best opportunity for continued development.



### Pediatric Therapy

The baby is now a busy preschooler, but if he needs some assistance with his speech, fine motor skills or more, Woman's Pediatric Therapy is there to help. Staff provides speech, occupational and physical therapy for babies and children having difficulty achieving developmental milestones.



### Swim Strong

The Swim Strong program at Woman's Center for Wellness helps dozens of children with decreased strength, endurance and motor control transition from physical and occupational therapy to traditional swim lessons or to the use of a community pool. Funded through community support, the program also builds independence and social skills in the water.



# she's taking care of herself

## **Breast Cancer Prevention and Detection**

At age 40, the woman makes her annual mammogram a priority. Even though Woman's performs the most mammograms in the Baton Rouge region – nearly 45,000 each year – she will still experience the personal “Woman's touch.”

Her mammogram will undergo a multiple review process, which includes both a radiologist and computer-aided detection.

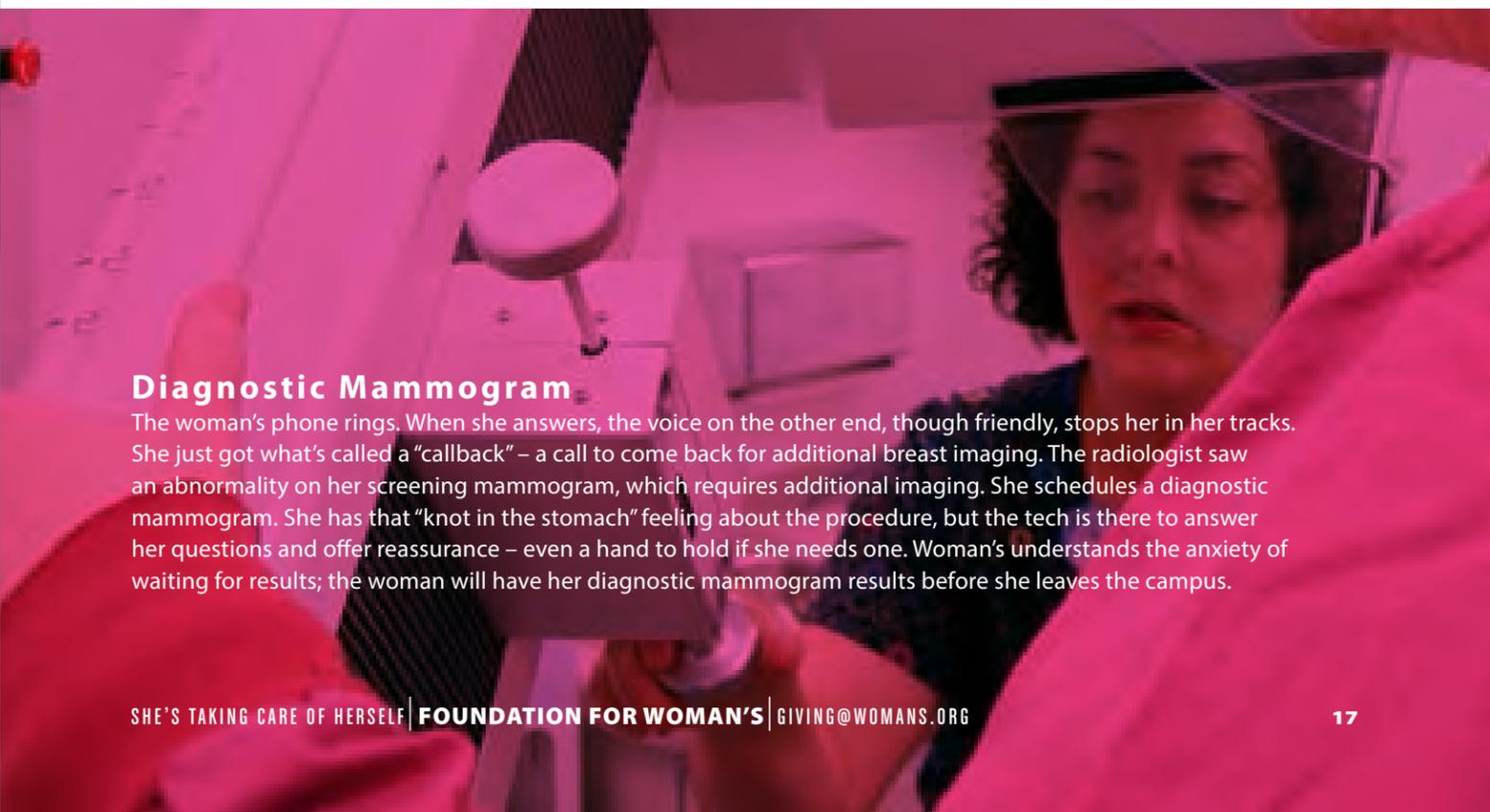
*Woman's comprehensive imaging services are available to her entire family. Her husband and children can undergo X-rays, MRI, CT, ultrasound and nuclear medicine at Woman's if necessary.*

## **3D Mammograms**

*Woman's is transforming breast cancer detection by viewing breast tissue using the latest 3D mammography technology. With this technology, 2D images are layered to create a clear, precise three-dimensional view, allowing doctors to pinpoint abnormalities with greater accuracy. 3D mammograms may also find cancers that hide in dense breast tissue, resulting in fewer false negative studies. Conversely, false positives – and callbacks for additional screenings – are also reduced.*

## **Mobile Mammography Coach**

*With early detection and prompt treatment, more than 93 percent of breast cancer cases can be cured. However, women without insurance often struggle to find access to breast care. Woman's Mobile Mammography Coach provides screenings for women at more than 70 locations in a 15-parish area; it reaches underserved women and collaborates with community-based organizations, thus reducing geographic and financial barriers to care. Since 2006, the Mobile Mammography Coach has detected undiagnosed cancers in hundreds of women.*



## **Diagnostic Mammogram**

The woman's phone rings. When she answers, the voice on the other end, though friendly, stops her in her tracks. She just got what's called a “callback” – a call to come back for additional breast imaging. The radiologist saw an abnormality on her screening mammogram, which requires additional imaging. She schedules a diagnostic mammogram. She has that “knot in the stomach” feeling about the procedure, but the tech is there to answer her questions and offer reassurance – even a hand to hold if she needs one. Woman's understands the anxiety of waiting for results; the woman will have her diagnostic mammogram results before she leaves the campus.



## Surgery

From breast cancer surgery to gallbladder removal to weight loss surgery, Woman's offers the latest techniques.

Following childbearing years, if the woman is diagnosed with chronic pelvic pain, she and her physician may decide that the best treatment option is a hysterectomy. At Woman's, she has the option of undergoing the procedure with robotic, single-site surgery, a minimally invasive technique that significantly reduces recovery time.

## Orthopedic Care

Whether it's an accidental fall or managing osteoporosis or arthritis later in life, the woman has access to treatment utilizing the most advanced technologies available. Orthopedic care is also available for men and children.



## Cancer Support

Cancer is a life-changing battle, and many patients experience physical, emotional, financial and lifestyle challenges. If the woman is diagnosed with breast or gynecologic cancer, she won't fight the disease alone; she will receive personal guidance when navigating the journey from diagnosis to survivorship. Assistance can include understanding insurance, finding doctors, managing medical paperwork or any barrier that prevents access to medical care.

*"Some days, you're fine. Other days, you wake up feeling scared. Worried about the unknown or just making ends meet. Lost in your emotions. Hopeless. That's why I'm here. We can get through cancer together."*

*— Tracy Johnson, LMSW, OSW-C  
Social Worker/Breast Cancer Patient Navigator*



## Healing Arts

*Art can heal with every brush stroke, every high note and every page in a scrapbook. From cancer patients receiving infusions to families at their baby's bedside in the NICU, many patients and their families call Woman's home for extended periods of time. Current projects include monthly concerts, scrapbooking for NICU parents and art activities for cancer patients.*

## Colorectal Cancer Prevention and Detection

At age 50, it's now time for the woman to have a colonoscopy. She chooses Woman's because she will get a private room before and after her procedure. If her colonoscopy reveals a few benign polyps, which are small growths that have the potential to become malignant, they can be easily removed, and her risk for colorectal cancer is thereby lowered.



**Sexual Assault Care**

*Regardless of age, sexual assault is one of the worst possible experiences in a woman's life. Women who have been sexually assaulted need emotional support, expert medical care and evidence gathered in a timely and professional manner.*

*At Woman's, a woman will receive care in a private, designated exam room. Her forensic exam will be done*

*by an OB/GYN and a nurse with extensive sexual assault training. She will receive toiletries, a place to shower and fresh clothing. Her privacy is respected by sharing her experience in a private consult room.*

*She will not have to pay for her care, as continued financial support from the community provides these services at no cost.*

Woman's mission:  
to improve the health of women and infants.  
We can't achieve it  
without **you.**

# Donors, Leaders & Volunteers

FISCAL YEAR 2015 ANNUAL REPORT

*Foundation for Woman's is a 501(c)3 organization formed in July 2014 as a supporting foundation for Woman's Hospital. It is governed by a Board of Trustees which serves as the Development Committee of the Woman's Hospital Board of Directors.*

**Mission:** To raise philanthropic support to improve the health of women and infants at Woman's.

**Vision:** To build long-term sustainable relationships between Woman's and the community through innovation, strategic partnerships and stewardship.

**Values:** Respect, Integrity, Innovation, Stewardship, Engagement

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[Click here to view our photo gallery](#)



**Leadership Donors**

Individuals, corporations and foundations whose cumulative contributions to Foundation for Woman's total \$1,000 or more (October 1, 2014 – September 30, 2015).

**President's Circle****Gifts of Life****\$25,000 and above**

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*\* Members of the Woman's Impact Society  
 have committed to donating at least \$1,000  
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\$500 - \$999

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\$250 - \$499

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**Employee Giving Campaign**

The *We Are Woman's* campaign gives all employees the opportunity to make a charitable contribution to the hospital. Approximately 40 hospital employees were involved in planning, organizing and implementing this philanthropic effort to raise funds to support programs and services meeting critical community needs. With 690 employees participating, the calendar year 2015 campaign raised over \$102,000!

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### Gifts in Honor

We gratefully acknowledge the following gifts made in honor of a loved one, special person, or an exceptional caregiver during the period of October 1, 2014 – September 30, 2015. **Honoree in bold type.**

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**Woman's Hospital Employees**  
**In thanks for their support and**  
**concern of his daughter**  
 Dr. and Mrs. Steven D. Feigley

**Gifts in Memory**

We gratefully acknowledge the following gifts made in memory of a loved one or a special person during the period of October 1, 2014 – September 30, 2015. **Those memorialized in bold type.**

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Founders and Friends was established in 1999 to build an endowment to support Woman's Hospital and to improve the health of women and infants for generations to come. It is comprised of individuals who have made or have notified Foundation for Woman's of their intent to make a planned gift through their estate plans. Donors who have made outright gifts of \$10,000+ to the endowment are also recognized as Founders and Friends.

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\* Charter Life Member

<sup>D</sup> Deceased

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 Tommy Gautreau

**Financial Services**  
 April Chaisson

**Food and Nutrition Services**  
 Margie Ricks

**Gynecology/Oncology**  
 Mary Ann Smith

**Health Information Management**  
 Danielle Berthelot

**Human Resources**  
 Dusty Ourso

**Imaging Services**  
 Cynthia Rabalais

**Information Systems**  
 Rhett Roy

**Laboratory/Pathology**  
 Brett Schelin

**Managed Care**

Sherry Poss

**Materials Management**

Phillip Bateman

**Mother/Baby and Lactation**

Dana Vidrine

**Newborn and Infant Intensive Care Unit**

Laurel Kitto

**Nursing Administration, Clinical Informatics and Patient Experience**

Wendy Singleton

**Obstetrical Services/AICU**

Amye Reeves

**Patient Services**

Monica Parish

**Perioperative Services/Surgical Care**

Zinda LeBlanc

**Pharmacy**

Peggy Dean

**Physician Practice Management**

Gabrielle Grant

**Respiratory Services**

Danette Legendre

**Retail Services**

Lisa Garland

**Social Services/Outpatient Clinics**

Beth Manning

**Woman's Center for Wellness**

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**Foundation for Woman's**

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### Woman's Hospital Foundation

Woman's is a nonprofit organization that opened in 1968 and was founded by obstetricians and gynecologists who envisioned a hospital that specialized in medical care for women and infants. The members of Woman's Hospital Foundation include physicians and community leaders who are dedicated to preserving the hospital's mission.

#### Founder

William Haile, MD

#### Voting

Eric Abraham, MD  
Mathew Abrams, Jr., MD  
Sandra Adams  
Ramon Aizpurua, MD  
Timothy Andrus, MD  
Jill Bader, MD  
Debra Baehr, MD  
Phillip Barksdale, MD  
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Rebecca Boudreaux, MD  
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Jeffrey Breaux, MD  
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Sharon Lee, MD  
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Cecil William Lovell, Jr., MD  
Julie Martin, MD  
Frank McArthur, II  
Fritz McCameron, PhD  
Markham McKnight  
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Steven Spedale, MD  
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Marvin Stuckey, MD

Richard Tannehill, MD  
Yolunda Taylor, MD  
Michael Teague, MD  
Terrie Thomas, MD  
Arthur Tribou, MD  
David Walker  
Kyle Waters  
Bobby Webster, MD  
Laurie Whitaker, MD  
Sunshine Willett, MD  
Elizabeth Gay Winters, MD

#### Emeritus

Charles Aycock, MD  
Hoyt Ayres, MD  
John Bateman  
Jan Benanti, MD  
Edwin Bowman, Jr., MD  
Malton Bullock, Jr., MD  
Stephen Chatelain, MD  
Diana Dell, MD  
Charles Gruenwald, Jr., MD  
Margaret Womack Hart  
Evelyn Hayes, MD  
Jeffery Janies, Jr., MD  
Sharon Knight  
Mary Laville, MD  
C. Brent McCoy  
Carol Ridenour, MD  
Sterling Sightler, MD  
Lydia Sims, MD  
J. Noland Singletary  
Thomas Sparks, MD  
Gerald Stack, MD  
Marvin Stuckey, MD  
Fahimeh Tahvildari, MD  
Michael Teague, MD  
Rosemary Haas Williams

#### Deceased in 2015

Barbara Deming, MD

Foundation for Woman's is pleased to recognize all donors and volunteer leaders for fiscal year October 1, 2014 – September 30, 2015. Despite our best efforts, errors and omissions may have occurred. If so, please accept our apology and notify: Foundation for Woman's, PO Box 95009, Baton Rouge, LA 70895-9009, 225-924-8720, giving@womans.org.



Funded through generous support, Woman's programs and services meet the critical needs of women and babies in our community, many of whom are underserved and uninsured. Nearly 50 percent of the babies born at Woman's are covered by Medicaid. In 2015, these vital community services cost \$51.8 million more than payment received. Of this amount, Woman's provided more than \$36.5 million in care for Medicaid patients for which there was no reimbursement.

## Our community supported these programs and services in 2015:

### NICU:

- Cared for 1,259 sick and premature babies.

### Human Donor Milk:

- Fed 32 sick and premature babies weighing less than 2.2 pounds with 848 bottles of human donor milk.

### Breastfeeding:

- Provided 18,848 breastfeeding consultations to new mothers.
- 70% of new mothers were breastfeeding at time of discharge.
- Answered 3,500 breastfeeding "Warmline" phone calls.

### Mother-to-Child HIV

#### Transmission Prevention:

- Provided education and treatment for 43 HIV/AIDS-infected pregnant women, resulting in reduced mother-to-child transmission rates. Since 2005, Woman's has not had an HIV-positive baby born to a mother enrolled in the program.

### Palliative Care:

- Provided immediate support for families of 67 individuals.
- Provided 24 grief and loss support group meetings for 114 attendees.

### Care for Victims of Sexual Assault:

- Treated and provided clothing and toiletries for 85 women, or 53% of all known adult female sexual assault victims in the Baton Rouge area who presented at a healthcare facility.

### Cancer Guidance and Support:

- Guided 235 breast cancer patients through treatment for a total of 1,278 individual breast cancer consultations.
- Provided 1,570 individual gynecological cancer consultations.
- Provided 10 breast cancer support groups for 138 patients and 10 gynecological cancer support groups for 30 patients.
- Offered 3 survivorship luncheons and 5 educational seminars.
- Provided 538 inpatient nutritional consultations for breast and gynecological cancer patients.

### Mammography Coach:

- Provided mammograms for 4,784 women, of which more than 50% were indigent.
- Traveled 16,143 miles for a total of 215 trips to 67 locations in 17 parishes.

### Healing Arts:

- Offered 18 classes in cooking, painting, jewelry, wreath making and writing.
- Provided 17 concerts.
- Provided "Doses" notecards to patients during Breast Cancer Awareness Month.

At Woman's, we see what is happening in our community every day. We see the joy of a family meeting their new family member for the first time. We see the relief of a woman who had suffered silently from an illness made better with our care. We see an HIV-positive mom agonizing about her unborn child's future. We see a sexual assault victim numb from shock. We see a mother worrying if her baby will ever leave the NICU.

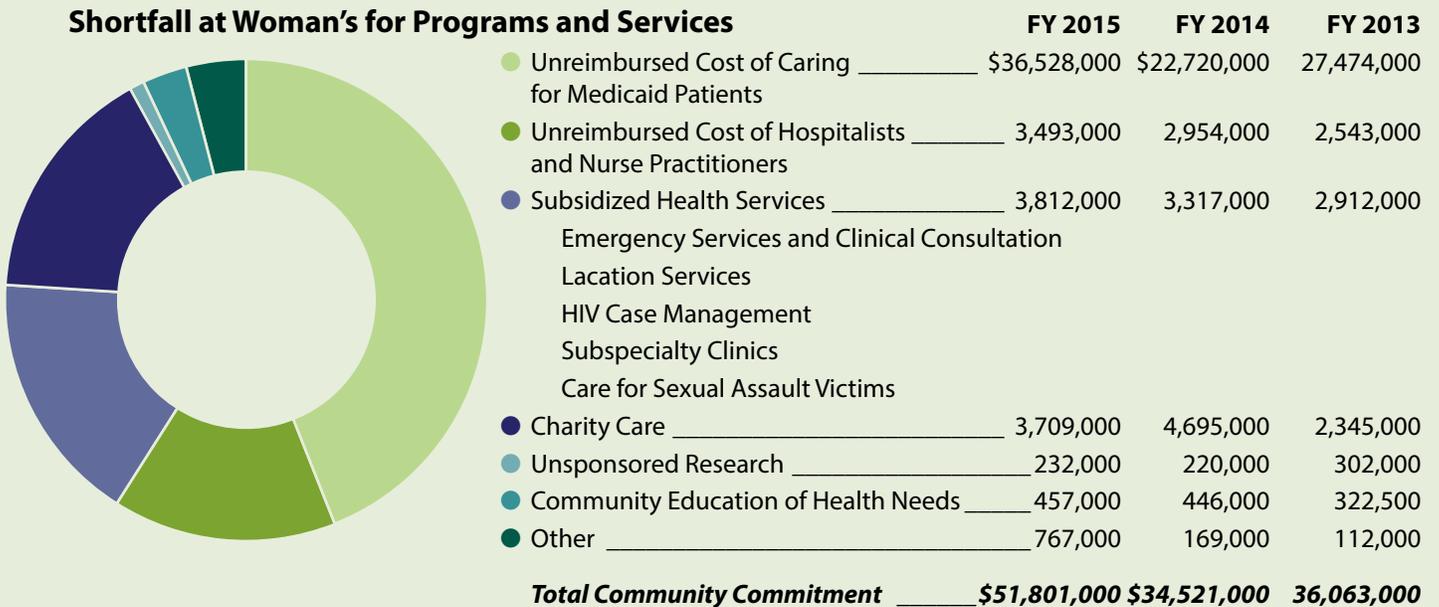
It is our mission to raise philanthropic support to improve the health of women and infants at Woman's. Through your support of vital community programs, which provide much-needed assistance to the underserved and uninsured, we achieve our mission. Maintaining these programs becomes a greater challenge each year, and we must look to friends like you for support.

When you partner with Foundation for Woman's, you strengthen our community. Please know that your gift will help those who need it most. Will you join us?

### Foundation for Woman's Revenue



### Shortfall at Woman's for Programs and Services



# Opportunities For Giving



## **Make a Gift**

The challenges affecting women and babies in our community are staggering. Your gift supports programs and services that meet the immediate, critical needs of women and babies. Unless otherwise indicated, your gift will be used in the area of greatest need.

## **Honor or Memorial Gift**

An honor gift is a special way to celebrate the birth of a child, to recognize a colleague, or to remember a loved one's birthday, anniversary or other special occasion. Honor gifts can also be made to recognize a caregiver for exceptional service. A memorial gift is not only a meaningful way to express sympathy for a loved one, friend, caregiver or colleague, but it is also a precious gift for the living.

## **Woman's Family Tree or Bench**

Dedicate a tree or bench to honor or memorialize someone special to you. Woman's family trees and benches serve as tangible symbols for generations to come of your support of Woman's and our community. Choose from three tree varieties or a bench to enhance the Harris Walking Trail.

## **Wall of Stars Nameplate**

Honor the birth of a child by purchasing a nameplate on the Wall of Stars, which is located in our Labor and Delivery waiting room.

## **Legacy Gift**

Make a lasting impact through a bequest, life insurance or retirement plan beneficiary designation, charitable trust or charitable gift annuity.

## **Named Gift**

There are many opportunities to leave your mark on Woman's, including naming a patient room or public area of the hospital, providing funding for a piece of equipment and more.

## **Matching Gift**

Your gift may be doubled or tripled if your company offers a corporate matching gift program. Please visit our website to search a matching gift database to see if your/your spouse's/partner's employer offers this option. Retired employees may also be eligible.

## **Sponsor a Fundraising Event**

The BUST Breast Cancer bra art fashion show and the Woman's Victory Open golf tournament fund Woman's breast cancer outreach efforts. Other sponsorship opportunities include underwriting the Woman's Impact Luncheon or Leadership Donor Recognition Event.

## **Host Your Own Fundraising Event**

Businesses, restaurants, families and individuals commit to planning and hosting events such as sports tournaments, raffles, retail "give back" days and more. Promote your event to help support women and babies in our area. For more information, please contact us.

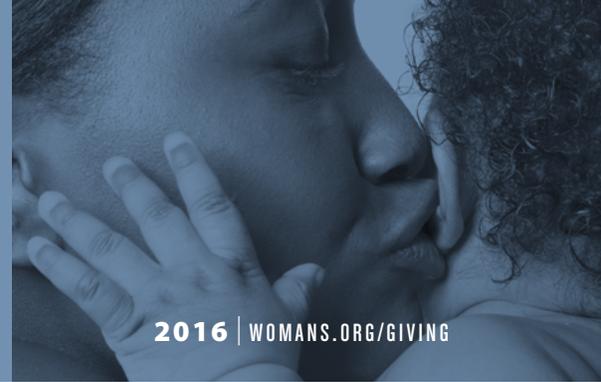
## **Endowment**

Woman's Founders and Friends endowment was established to ensure the future of the hospital and to help meet the needs of women and babies in the community. A gift to our Founders and Friends endowment is a long-term investment in the future of Woman's.

## **Grant**

Grants from private and corporate foundations support health screenings and services for underserved women and infants. In addition, grant funding provides the means to implement new and innovative programs that benefit women and infants.

# Make a Difference



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## Breastfeeding

**Challenge:** Breast milk can prevent disease, provide the best nutrition and even lower the risk of allergy and dental problems in babies. Though breastfeeding is a natural process, it's not always the easiest.

**Make a Difference:** Your gift can give babies the healthiest start in life by supporting Woman's Lactation Warmline, a free service that provides troubleshooting advice from a registered nurse.

Louisiana has one of the lowest breastfeeding rates in the country.<sup>1</sup>

## Cancer Care and Support Services

**Challenge:** Cancer is a life-changing battle, and many patients experience physical, emotional, financial and lifestyle challenges.

**Make a Difference:** Your gift can ease the burdens of breast and gynecological cancer patients by providing them with one-on-one guidance navigating their journey from diagnosis to survivorship. Assistance can include understanding insurance, finding doctors, managing medical paperwork or any barrier that prevents access to medical care.

One in eight women will develop breast cancer in her lifetime.<sup>2</sup>

## Care for Victims of Sexual Assault

**Challenge:** Women who have been sexually assaulted need emotional support, expert medical care and evidence gathered in a timely and professional manner.

**Make a Difference:** Healing after sexual assault begins with compassionate medical care. Justice begins with carefully collected evidence during an expert forensic exam. At Woman's, a woman will receive care in a private, designated exam room. Her forensic exam will be done by an OB/GYN and a nurse with extensive sexual assault training. She will receive toiletries, a place to shower and fresh clothing. Her privacy is respected by sharing her experience in a private consult room. Your gift can provide clothing and toiletries for sexual assault victims as well as continued education for sexual assault caregivers and advocates.

One in five women will be raped in her lifetime.<sup>3</sup>

## Healing Arts

**Challenge:** From women on bed rest or receiving infusion treatments to sitting beside a baby's bed in the NICU, many patients and their families call Woman's home for extended periods of time.

**Make a Difference:** Your gift can enhance the hospital experience for patients and their families through music, writing, dancing and art, including monthly concerts, scrapbooking for NICU parents and art activities for cancer patients. On the horizon are a community garden, painting classes and more.

1 The Centers for Disease Control and Prevention 2014 Breastfeeding Report Card. <http://www.cdc.gov/breastfeeding/pdf/2014breastfeedingreportcard.pdf>

2 American Cancer Society Key Breast Cancer Statistics. <http://www.cancer.org/cancer/breastcancer/detailedguide/breast-cancer-key-statistics>

3 The Centers for Disease Control and Prevention National Intimate Partner and Sexual Violence Survey. [http://www.cdc.gov/mmwr/preview/mmwrhtml/ss6308a1.htm?s\\_cid=ss6308a1\\_e](http://www.cdc.gov/mmwr/preview/mmwrhtml/ss6308a1.htm?s_cid=ss6308a1_e)

## Human Donor Milk

**Challenge:** A sick or premature baby can be at risk for necrotizing enterocolitis (NEC), a serious, often fatal illness in which the small intestine becomes inflamed and starts to decay. Breast milk is the best protection against NEC; unfortunately, some mothers cannot breastfeed for health reasons.

**Make a Difference:** Your gift can help babies get the nutrition they need to survive; it can enable Woman's to obtain human donor milk from licensed human milk banks.

## Maternal-Fetal Medicine

**Challenge:** Women with high-risk pregnancies potentially face many serious complications and require specialized care.

**Make a Difference:** Woman's Maternal-Fetal Medicine physicians care for women with high-risk pregnancies. Your gift can provide nutrition counseling, physical therapy, social services and genetic counseling.

## Mother-to-Child HIV Transmission Prevention

**Challenge:** Without intervention, up to 40 percent of HIV-infected pregnant women could transmit the virus to their babies.<sup>4</sup>

**Make a Difference:** Your gift can help decrease the chance of a baby contracting the HIV virus during birth by providing HIV-positive mothers with assistance from diagnosis to one year after delivery. Babies will receive six weeks of anti-retroviral medication. Since 2005, Woman's has not had an HIV-positive baby born to a mother enrolled in the program.

## NICU

**Challenge:** Some of the most critically ill infants in the region are born at Woman's or transported to Woman's to receive care.

**Make a Difference:** Your gift can help the sickest babies in our region receive the most advanced medical technology and expert care from a team of pediatric specialists. Private, single-family rooms provide space for parents to stay with their baby in the days, weeks and even months ahead. Should an emergency arise, an operating room designed especially for babies is located directly within the NICU.

Louisiana has the second highest premature birth rate and the second highest infant mortality rate in the country.<sup>5</sup>

## Palliative Care

**Challenge:** A life-ending condition or illness in a loved one is extremely difficult.

**Make a Difference:** Palliative care can provide the best quality of life for an ill patient or a newborn with a life-limiting condition. Woman's Palliative Care team provides compassion and support for parents facing stillborn delivery, extreme prematurity and more. The team also supports adult patients with late-stage cancer. Your gift can provide training for the Palliative Care team and memories for families in the form of hand and foot casts and other keepsakes.

## Swim Strong

**Challenge:** Many children face mobility challenges related to cerebral palsy, spina bifida, traumatic brain injury and more.

**Make a Difference:** Your gift can help children build independence and strength in a fun, social environment. Swim Strong is a water program instructed by a pediatric physical therapist that aims to help children graduate to traditional swimming programs.

<sup>4</sup> World Health Organization. <http://www.who.int/hiv/topics/mtct/en/>

<sup>5</sup> March of Dimes 2015 Premature Birth Report Card, <http://www.marchofdimes.org/materials/premature-birth-report-card-united-states.pdf>

