



LETTER FROM THE EXECUTIVE DIRECTOR

Red Dresses, Red Hearts...Does Heart Health Really Matter?

You can't trip through February without noticing that heart health organizations everywhere are using the month to raise awareness about women's heart disease. For preeclampsia survivors, this message comes with an important footnote - your pregnancy history matters to your long term health and especially your risk for heart disease. Last year, the American Heart Association updated [their guidelines](#) to draw attention to the fact that women with a history of preeclampsia are at higher risk for heart disease; some studies have equated our risk to that of a smoker. You can read more about this research on our [Community Forum](#).



While some of us may shake our fists at the "Evil Preeclampsia Monster," let's instead turn this news into a concrete warning sign to take charge of our heart health, aggressively get our diet, exercise and other lifestyle modifications under control, and be sure that our health care providers are partnering with us to stay on top of our heart health. As women, we get few early indicators of heart disease. A history of preeclampsia is a not a death warrant - it is a call to action. Consider the resources that [Women Heart](#) make available to us and take charge of your health today. For instance, their recent [webcast](#) with Secretary of Health Kathleen Sebelius and other VIPs mentions this important preeclampsia-heart health linkage.

I was in meetings all day Friday - a day we were called to wear red - and spent much of the time strategizing about the Foundation's role in this important preeclampsia-heart disease linkage. Saturday morning, our meetings continued, but not before I joined my family at a local 5K run/walk and committed myself to not just talking about it, but doing something about it. It's not just about wearing a red dress for a day, it's about walking 30 minutes a day, and saying "no" to supersizing your french fries!

What kind of commitment can you make to being healthy for yourself and the precious baby(ies) you brought into this world, sometimes with great sacrifice? [Share any tips you have](#) and we'll collect and publish them in a future edition of Expectations!

FEBRUARY 2012

FIND A WALK IN YOUR CITY!



Upcoming Activities

- [32nd Annual SMFM Meeting](#)
February 6-11, 2012
- [Promise Walk Planning Call](#)
February 7, 2012
- [Sporting Clays Tournament](#)
March 10, 2012

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Director of Development to Help Foundation Grow

The Preeclampsia Foundation is pleased to announce the newest addition to our team - Loreen McFaul, Director of Development. In this role, McFaul will plan, execute and oversee all development and fundraising activities for the Foundation, working closely with our dedicated volunteers across the country and connecting with hundreds of Foundation friends - both organizations and individuals. With the growth promised by this addition, we expect to see our research, awareness and education programs to expand in the coming years.



McFaul hails from Spokane, Washington, and has a rich history of development and fundraising in several areas. She brings over 12 years of fund development experience to the Foundation, including previous positions as Director of Development and Public Relations for Catholic Charities Spokane (2003-2009) and as a board member for the Children's Museum of Spokane (2000-2002). In 2009, Loreen launched her own development and PR consulting firm, giving her exposure to a wide variety of organizations and types of donors. Prior to answering her calling to make a difference through non-profit, philanthropic work, Loreen enjoyed a ten-year career in hospitality and tourism sales.

A dedicated walker, McFaul completed the 2006 San Diego Breast Cancer 3-Day, and the Coeur d'Alene and Portland Marathons in 2011. We know she's eager to putting on her walking shoes for the Preeclampsia Foundation's *Promise Walk for Preeclampsia*!

Dallas Volunteer Hosts Clay Shooting Tournament

For Dallas-area volunteer Nicole Purnell, fundraising for the Preeclampsia Foundation is nothing new: she is currently in her fourth year as the Dallas-Ft. Worth *Promise Walk* Coordinator. So when she and her family decided to do another fundraiser for the Foundation, they decided to try something entirely different, and catered to their home state of Texas: a clay-shooting tournament to be held March 10.



"Of course, I realize that shooting clays is not an activity for everyone's taste, but this IS Texas after all!" explained Purnell. In organizing the event, she and her stepfather, who is co-hosting the tournament, realized that this would be a unique opportunity to pull in a different crowd than that of the *Promise Walks* for fundraising and awareness.

"My stepdad is a retired Navy SEAL and has many friends who enjoy clay shooting," Purnell said. "I had been wanting to do a clay shoot event for some time, and then, one day I got my daily Groupon e-mail. Low and behold, there was a clay shooting location about 20 minutes from my house! The location, Fossil Pointe Sporting Grounds, is on approximately 400 acres of prime North Texas "Hill Country" with amazing views."

The concept is similar to that of a golf tournament, but with a course made up with 12 automatic stations, that each throw a different pattern and number of clays, for a course total of 100 clays. The event will also have warm-up games for anyone that has not shot sporting clays or wants to freshen up on their skills.

After finishing the course, participants will be treated to dinner, an awards ceremony, live auction and a raffle that includes a beautiful Benelli Montefeltro 20-gauge shotgun. Tickets can be purchased now until March 10 or until tickets are sold out. Anyone can buy raffle tickets, sign up individually or with a team to shoot, or come to dinner and bid on the auctions. Raffle winner does not need to be present to win. For more information, please contact [Nicole Purnell](#).

Recurring Gifts Make the Most of Your Gift

Have you wanted to help support the education and research work of the Foundation, but are unable to write a lump-sum check at this time? Or maybe you just keep forgetting to mail in your gift? Automatic Recurring Giving is a quick and convenient way to extend your giving over time. Through this pre-authorized payment option, donations of any amount can be timed, weekly, monthly, or however often you choose. Each disbursement is automatically transferred from the donor's credit card to the Foundation's.

It's secure, and you will receive an electronic tax receipt each time. Regular giving helps the Foundation budget more accurately and maximize spending on mission-critical programs rather than administrative fees.

Now's the time to get the biggest bang for your contribution! One of our Board members has extended her end-of-the-year giving challenge to encourage sign-ups to this program. If 25 donors sign-on through this Automatic Recurring Giving program by the end of February, she will donate an additional \$1,000!

Go to www.preeclampsia.org/donate and sign in as a registered user. Click "recurring", and then select the amount and frequency of your donation. Making a significant difference is just that easy!

PROVIDER EDUCATION

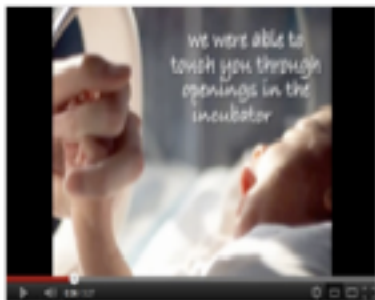
Perinatal Outreach Educator Networks: A Strategy for Provider Education

Perinatal Outreach Educator Networks (POENs) are generally funded by individual states to provide perinatal (the care offered to a mother and child just before and just after birth) medical education to health care providers in the region, enhancing the quality of care for mothers and infants and reducing morbidity and mortality. Specialists share their experience and knowledge with other physicians and community hospitals across regions by offering or facilitating programs such as physician and nurse consultation services, continuing education for health care professionals, emergency medical transport for referring hospitals within the region, consultation and technical assistance on emerging perinatal issues, and sometimes even lending libraries.

[Read More About the Foundation's Work with POENs...](#)

Tribute Video Views Surge on YouTube

One of the most touching moments at *Saving Grace - A Night of Hope and Gratitude* in New York City, was the debut of a new tribute video honoring maternal and infant lives lost to preeclampsia. Using poetry from the Field of Cradles public art exhibit, the imagery tells a brief but compelling story about the emotional impact of preeclampsia, HELLP syndrome and related hypertensive disorders of pregnancy.



[Visit our YouTube page to watch it today, and let us know what you think.](#)
