**What is Preeclampsia?**

Preeclampsia, a hypertensive disorder of pregnancy, is characterized by high blood pressure and protein in the urine; other symptoms often include swelling in the hands and face. Preeclampsia affects the mother’s kidneys, liver and other vital organs and, if undetected or untreated, can lead to seizures (eclampsia), cerebral hemorrhage, failure in vital organs and death. Preeclampsia and related hypertensive disorders of pregnancy complicate up to 10% of all pregnancies and is one of the leading causes of premature births. By conservative estimates, each year this disease is responsible for 76,000 maternal and half a million infant deaths worldwide.

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**Dear Friends:**

As a mother, I declare every year that THIS has been the best year for my children; every year they surprise me by being even cuter, more brilliant and more amazing than the year before and they couldn’t possibly bring me greater joy…and then they surprise me. The cycle has repeated every year of their lives.

Thus it has been for the Preeclampsia Foundation. While we are not without our frustrations and impatience with certain projects and with the pace of preeclampsia research, our enthusiasm, organizational growth and accomplishments stay strong. Every year, I look back and say, “No, THIS was our best year ever!”

As always, we are extraordinarily thankful to the individuals, organizations and companies who supported our work in 2010, including all those generous friends listed on pages 10 to 12, as well as the thousands of others who gave smaller but no less important contributions. This enormous gratitude also extends to those who gave of their time and talent including more than 165 volunteers who gave countless hours to this important cause.

On behalf of the Board of Directors, we look forward with hope and optimism that our new programs as well as the life-saving work we do every day will continue to be supported by the many friends, families, companies, and hardworking researchers and health care providers who care so deeply about mothers and babies.

Respectfully,

Eleni Z. Tsigas

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**Our Leadership**

**2010 Board of Directors**

Leslie Weeks, JD (Chair)  
Patrick Dignan (Vice-Chair)  
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Beth Ann Schimmel, Pharm.D.  
Eleni Tsigas (ex-officio)  
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**Our Mission and Vision**

**Our Mission**

To reduce maternal and infant illness and death due to preeclampsia by providing patient support and education, raising public awareness, catalyzing research and improving health care practices.

**Our Vision**

We envision a world where preeclampsia no longer threatens the lives of mothers and babies.

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www.preeclampsia.org
Preeclampsia: A Decade of Perspective

As our tenth anniversary drew to a close, we produced *Preeclampsia: A Decade of Perspective* -- a humbling and eye opening report about the state of preeclampsia. This publication has become a “calling card”, introducing the Foundation to numerous new audiences.

Report Highlights:
- A comprehensive history of the Foundation
- A state-of-the-disorder report
- A global call-to-action that underscores how far we as an organization and as a movement have come and how far we have yet to go.

Number One Source of Online Information

In 2010, our landmark achievements centered on technology. After more than a year of discovery and planning, we launched our new website. Same web address – [www.preeclampsia.org](http://www.preeclampsia.org) - but with completely new functionality and content. While to some organizations, a website is an important marketing component, our online presence is also a core strategy for patient education. Our website has provided hope, guidance, sound health information, and on more than one occasion, saved lives. Twelve forum moderators continue to play a vital role as a virtual support group.

Technology Highlights:
- The lack of alternative sources of information and support certainly plays a role in our position as the #1 source of online preeclampsia information.
- Our website visitors consistently let us know that we are providing a superlative resource.
- Our website receives on average 3,000 unique new visitors each day.

In 2010, we decided to consolidate our headquarters and staff under one roof, moving the entire operation to Melbourne, Florida. We hired our Project Coordinator and our Director of Operations, while continuing to spend within our means and actually increased our fundraising.

Administrative Highlights:
- Engaged international accounting firm specializing in nonprofit accounting, RSM McGladrey
- 2010 audit passed the scrutiny of the independent auditing firm of Whittaker Cooper Financial Group
- Certified Public Accountants reviewed our books and procedures and found no material deficiencies.

Research

The heart of our vision is still driven by a view of the world without preeclampsia. We are not content to gripe “still no cause and no cure after more than 2,000 years.” That means catalyzing innovative research. In 2010, we awarded two more Vision Grants and collaborated on a “brain study”.

Vision Grant Highlights:
- Dr. Coral Murrant, University of Guelph, will research fetal control of maternal uterine blood flow
- Dr. Lauren Anton, University of Pennsylvania will examine the effects of DNA methylation on the development of preeclampsia

More importantly, our Vision Grant program has begun paying off: previous ideas germinated in our program have gone on to secure the funding necessary to conduct full-blown studies and have spawned a new way of thinking about preeclampsia; for instance, the impact on the brain.
**Awareness**

In 2010, our annual public awareness events were rebranded and launched as The Promise Walk for Preeclampsia™. Technology also played a critical role in this arena as we created a dedicated Promise Walk website (www.promisewalk.org) which provided new fundraising tools to an emboldened group of volunteers. Our National Walk Director, Becky Sloan, did an excellent job leading a team of more than 50 volunteers to surpass our revenue goal.

The Promise Walk for Preeclampsia™ Highlights:
- Walks were held in 22 cities
- More than 1,700 walkers participated
- Funds raised more than doubled 2009's walk revenue

**Advocacy**

We began work with a superlative government relations firm, Drinker Biddle Reath, LLP. (You’ll certainly be hearing a lot more about our public policy and advocacy progress in the coming year!)

Advocacy Highlights:
- Established a “satellite office” in Washington, DC
- Began exploring and researching federal advocacy issues

**Fundraising**

2010's Saving Grace - A Night of Hope Around the World, was held in Seattle, and honored the Foundation’s 10-year anniversary, its historical roots in that city, and its newly broadened global health agenda. Great appreciation is extended to the co-chairs of this year's gala, Bonnie Rosenbloom and Autumn Spear.

Saving Grace - A Night of Hope Around The World Highlights:
- Bill & Melinda Gates Foundation was recognized for its heightened attention to the profound global impact of preeclampsia
- Gates Foundation announced a $7 million, five-year grant for several preeclampsia initiatives
- Over 200 attendees received our 10-year anniversary album
STATEMENT OF ACTIVITIES
Year Ended December 31, 2010

CHANGES IN UNRESTRICTED NET ASSETS:

Revenues, gains and other support:

- Contributions (includes donations and sponsorships) $ 442,247
- Grants
- 25,000
- Events
- 15,533
- Contributed goods and services
- 11,060
- Interest
- 6,242
- Merchandise sales
- 3,217
- Other
- 55
- Total unrestricted revenues, gains and other support $ 503,354

Reclassifications
- 15,000

Total net assets released from restrictions
- 15,000

Total unrestricted revenues, gains and other support
- 518,354

Expenses:

- Program services
- 353,007
- Management and general
- 111,547
- Fundraising
- 8,966
- Depreciation
- 475
- Loss on disposal of assets
- 41,792
- Total expenses
- 515,787

INCREASE IN UNRESTRICTED NET ASSETS
- 2,567

CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:

Release of restrictions at donor's request
- (15,000)

DECREASE IN TEMPORARILY RESTRICTED NET ASSETS
- (15,000)

DECREASE IN NET ASSETS
- (12,433)

NET ASSETS, beginning of year
- 506,627

NET ASSETS, end of year
- $ 494,194
### Financial Report

#### 2010 Revenue

![Pie chart showing revenue sources](chart1.png)

- Contributions: 48%
- Grants: 35%
- Special events: 11%
- In-kind: 5%
- Miscellaneous: 2%

*Miscellaneous revenue includes awareness merchandise sales and interest earned

#### 2010 Expenses

![Pie chart showing expense categories](chart2.png)

- Programs and services: 41%
- Management and gen*: 24%
- Research: 34%
- Education: 17%
- Advocacy: 4%

*Higher than average percentage of general expenses due to costs of relocating headquarters and hiring of two new staff members

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### Thank You to Our 2010 Donors

We thank the following individuals, organizations, corporations, and foundations who have embraced our mission and supported the Preeclampsia Foundation by contributing $250 or more during 2010. We are continuously committed to saving lives and eliminating the threat preeclampsia poses to the lives of mothers and babies... and your support brings us closer to those goals.

#### $50,000+

- Johnson & Johnson
- Bill & Melinda Gates Foundation
- Roche Diagnostics Corporation

#### $20,000+

- Beckman Coulter
- Jayden Robinson Foundation
- Rosenblom, Oren & Bonnie*
- Jhpiego
- UBC Obstetric & Gynaecology

#### $10,000+

- Easterling, Thomas & Deanne
- Park, Inc
- Glenleigh Pharmaceuticals, LLC
- Silver, Joy & Scott*
- Warner, John & Brenda*

#### $5,000+

- Beckman Coulter Foundation
- Easterling, Thomas & Deanne
- Park, Inc
- Glenleigh Pharmaceuticals, LLC
- Silver, Joy & Scott*
- Warner, John & Brenda*

#### $2,500+

- Gray, Douglas & Jo
- Hamilton, Carol and Jim
- Hull, Ben & Kathleen*
- Inverness Medical
- Lindheimer, Marshall & Jacqueline
- Northside Hospital
- Simmons, Vonnice
- The Jonathon Fund
- Visser, Ingrid & Erwin*

#### $1,000+

- Advisors Charitable Gift Fund
- Borenstein, Mark
- Checking for Charity Corp
- Chitty, Patrick
- Community Credit Union
- Dignan, Patrick & Nancy
- Drake, Willis & Kristin
- Drews, Meredith & Jason
- Facebook Causes
- Farrington, Andrew & Lauren*
- First United Bank & Trust Co
- Foltz, Mark
- Frazer, Beth
- Goldman Sachs Trust Co
- Hamilton, Susan & Wayne
- Heller, Ben
- Henrikson, Ronald A.
- Jacobsen, John & Karen
- Johnson, Kevin
- Kinetol, Jeannie
- Maguire, Daniel
- Martin, James
- Mary Greeley Medical Ctr
- Modern Woodmen of America
- Oparil, Suzanne
- Philbin, Daniel & Katherine
- Price, Tracy
- Robichaux, Julie
- Royal Neighbors of America
- Sahrmann, Brianne
- Siegel, Jeff & Jill
- Smith, Joanne
- Sneifer, Youseff & Michelle
- Spear, Lou
- Stratford, Susanna
- Tsias, Eleni Z.
- Univ of Chicago Bio Sciences
- Weeks, Leslie
- Zuras, Peter & Jo Ann

Donated amounts include employer-matched funds from the following organizations:

- Google Matching Gifts
- Kraft Foods Matching Gifts
- McKesson Matching Gifts
- Merck Partnership for Giving
- Microsoft Matching Gifts
- Russell Matching Gifts
More Thanks to Our 2010 Donors

$500+
Abels, Sonja
Allen, Julie
American Bank & Trust
August, Phyllis
Blue Grass Mini Storage
Brommel, Lisa*
Cohen, Elliott*
Counselor Realty
Feller, Julie
Fidelity Charitable Gift
Fitch, Anne
Fleije, Andy
Genesis Health System
Ginger Root Hari Salon
The Goddard School
Great River Cities UW
Greisman, Giselle
Hewlett-Packard Fdn
Hoppe, Kara
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Karumanchi, Ananth
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Kontonickas, Constantine
LuJack’s Auto Plaza
Madrid, Maria
Makayla’s Haven Fdn
Meriter Health Svcs
Newspaper National Net
O’Connell, Catherine
Ott, Charles
Perrelli, Frank
Powell Hayes, Sheila
Puckett, Kajsa
Purnell, Nicole
Purnell, James
Randall, Judith
Rehman, Khurram
Resurrection Health Care
Ropro, Peter & Berengaria
Rosenbloom, Esther
Roth, Tali*
St. James Lutheran Church
Sanderson, Colgan, Jill
Sieverding, Abby
Silver, Ilene & Bruce
Smith, Winthrop
Stone, Norman
T C Auto Inc.

$500+ (continued)
Univ of Chicago OB/GYN
U of WI Hospitals Auth
Verakis, Daniel
ViaCord
Woolwine, Aimee & Jason*

$250+
Adamek, Laura
Alfonso, Danairi
Allina Health System
Amin, Neha
Barber, Daniel & Gail
Barra & Associates
Baum, Jennifer
Bregmond, Patric
Bronston, Lorin
Capel, Teresa
Carr, Darcy
Children, Miranda
Cohen, Allyson
Cuomo, James*
Danairi, Alfonso
Davison, Marilyn
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Domino’s Pizza
Donatella Marchetti, Maria
Drews, Carolyn
Fama Bureau Inc.
Foster America, Inc.
Fototime
Gafori, Valerie
Gammill, Hilary
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Philoptochos Society
Gubins, Samuel
Haedt, Mike
Hallanan, Kevin
Hennein, Hani
Heroux Family
Holden, Jeff
Initiative Interpublic Group
JP Morgan Chase Fdn
Kauffman, John
Keller, Jennifer
Klein, Emily
Kondoleon, Sophia
Kydysiek, Serena

$250+ (continued)
Levine, Eric
Liberty Mutual Ins.
Magee, Laura
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McDaniel, Cathy
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Miller, Pamela
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Puhl, Holly
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Toko, Helen
Virginia Farm Bureau Ins Co
Vitayadom, Valdis
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Williams, Diane

For a complete list of all 2010 donors, please email request to: info@preeclampsia.org

www.preeclampsia.org

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