

2012 ANNUAL REPORT



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

Our mission is to reduce maternal and infant illness and death by providing,

- Patient Support and Education
- Raising Public Awareness
- Catalyzing Research
- Improving Health Care Practices.

2012 PREECLAMPSIA FOUNDATION

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A Year of Impact in the Medical Community From Executive Director Eleni Tsigas



Dear Friends:

Todd Heiden left his two children, ages 2 and 7 months, in the waiting area with a friend, stepped into our Board meeting and told the members of the Preeclampsia Foundation's Board of Directors his wife's story—Joan's story. I had attended Joan's funeral, met her extended family and knew the heartbreaking narrative, but I wanted our board members to hear it—first hand. In 2010, Joan was diagnosed with preeclampsia, delivered her second child via C-section several weeks before her due date and

was discharged less than 48 hours after delivery. After struggling with shortness of breath for two days, she collapsed on her kitchen floor, in Todd's arms, telling him she loved him, before dying. This story is one of several stories that illustrate a concerning set of statistics generated by the California Pregnancy Associated Mortality Review (CA-PAMR) and the Centers for Disease Prevention and Control (CDC). The statistics told us postpartum preeclampsia was a problem, a serious oversight that needed immediate attention and a greater emphasis within the Preeclampsia Foundation's four-pronged mission.

Two years later, standing on the main stage of the American College of Obstetricians and Gynecologist's 2012 Annual Clinical Meeting in front of 3,000 physicians, I talked about Joan's needless death, my own baby girl's preventable death, and many other stories as I drove home our call to action. Patient education must be a mandatory part of all prenatal care and postpartum discharge instructions. The emotional impact of complicated, often traumatic pregnancies must be attended to; post-traumatic stress disorder is a very real outcome for many families. Health care providers must adequately consider preeclampsia as a cause of patients' symptoms. Biomarkers must be developed and adopted into regular practice to assist health care providers in making more accurate and timely diagnoses, and ideally triaging women early in their pregnancies into low risk or high risk.

Improving health care practices was a significant focus area in 2012. As you read more in this report, you will see that 2012 stands out as a year when health care providers and their organizations responded to and engaged with the Foundation's advocacy and educational initiatives to improve practices. Your gifts enabled that to happen and for that we thank you.

Warmest regards,

Eleni Zuras Tsigas, Executive Director

Mission Highlights from 2012

Provide Patient Education and Support

In October 2012, the Department of Health and Human Services designated May as National Preeclampsia Awareness Month on the U.S. National Health Observances Calendar. The national designation was made possible through the help of the Foundation's collaborators, as well as volunteers and supporters who undertook an online petition campaign for the national designation, collecting 3,000 signatures in six short weeks.

Awareness of preeclampsia amongst the general public grew, especially in the 35 cities that hosted *The Promise Walk for Preeclampsia*TM. The resulting media coverage reached 2,100,000 stakeholders worldwide. The Foundation was featured in the *Chicago Tribune*, *New York Times*, *US News & World Report* and other major media. "There's help for thousands of women affected by a dangerous condition during pregnancy, a life-threatening disorder for both mom and baby called preeclampsia. The problem is sometimes the symptoms go unnoticed," said Johanna Aiken and Dr. Judith Hibbard, Chicago-area volunteers, while interviewed on WLS-TV Chicago ABC 7NEWS on May 18, 2012.





In 2012, we distributed 40,000 pieces of patient education materials, including brochures, DVDs, and Signs & Symptoms prescription pads. We educated preeclampsia survivors in dozens of hospitals in 16 states on their long-term risk for heart disease. We also provided more than 660 hours of direct patient support. After reviewing more than 60 pregnancy guidebooks on the market, we wrote and distributed a Top 10 Pregnancy Books report. Doug Woelkers, M.D., a boardcertified OB/GYN at UCSD Medical Center and co-author of the report, said, "It's important for expectant mothers to receive prenatal information that's clear, accurate, timely and thorough – not to alarm them, but to equip them to recognize concerning symptoms, most of which may be confused with the hallmarks of normal pregnancy. A good pregnancy book should clearly explain the warning signs and associated risks."

Catalyze Research

In 2012, we continued to move research forward by convening the first ever consortium of nine companies, several researchers and physicians, as well as the Food and Drug Administration (FDA) to discuss the state of biomarker development, identify obstacles and brainstorm potential solutions. The result will be a consensus-driven call-to-action for multiple stakeholders.

In 2012, findings from prior Vision Grant-supported research were published in high impact journals, and we awarded \$50,000 of research Vision Grants.

Our 2012 Vision Grant Recipients:



Stella Goulopoulou, MD

(Department of Physiology, Georgia Health Sciences University) is studying Toll-like receptor 9 (hTLR9): a novel link between placenta-derived mitochondrial DNA and development of maternal vascular dysfunction in preeclampsia.



Mark Santillan, MD
(Division of Maternal
Health Medicine,
University of Iowa) is
studying the utilization of
longitudinal microRNA
expression in maternal
plasma to understand and
predict preeclampsia.

Improve Health Care Practices

Serving on the ACOG Hypertension in Pregnancy Task Force in 2012, the Foundation contributed to assessing research gaps and developing protocols for the 55,000 OB/GYNs in the US. A significant outcome was the insertion of patient education as a standard recommendation in national and state clinical management guidelines.

Executive Director of the Preeclampsia Foundation Eleni Tsigas delivered the keynote address to 3,000 OB/GYNs at the Annual Clinical Meeting of ACOG. Proceedings at this meeting also turned into the Maternal Health Initiative that is now fully underway with the Preeclampsia Foundation serving as an active participant and catalyst.

Improving health care practices was a significant focus area in 2012, brought about largely by developing a productive relationship with ACOG and the California Maternal Quality Care Collaborative (CMQCC). California's statewide initiative addressed their second leading cause of maternal death, preeclampsia, through data collection, analysis, and development of training and tools to improve maternal outcomes. The resulting toolkit, titled "Improving Health Care Response to Preeclampsia," provided a compendium of 18 best practice guidelines and various tools and algorithms gleaned from the "lessons learned" from the Pregnancy Associated Mortality Review. Among the recommended education tools is the Foundation's *Illustrated Preeclampsia Symptoms Tear Pad.*

Our work in California has already started to creep into similar initiatives in other states, including New York and Florida, and is being recognized by major funders and federal organizations as the critical way forward if we hope to reduce the abysmal rate of maternal and perinatal mortality and morbidity in the United States.



Our Volunteers Make Strides and Deliver Hope!

The Promise Walk for PreeclampsiaTM is our signature public awareness and fundraising event. In 2012, 35 Promise Walks were held throughout the U.S., raising \$390,000 for our mission. We encourage supporters to join with us and get involved in their local Promise Walk by registering to walk — either on their own or with a team of co-workers, family, friends or neighbors; donating to a walk participant, forming a walk team, sponsoring a walk through financial or in-kind donations, and spreading the word to others. Information is available at www.promisewalk.org.

"Nicole Purnell was announced as our 2012 Volunteer of the Year. Nicole has been instrumental in so many areas of the Foundation's mission, particularly in our national volunteer program and raising our visibility in the Dallas/Ft. Worth market," said Eleni Tsigas. "For the past two years she dedicated herself as the Southwest Regional Coach to

In Chicago, even young family members made large strides in hopes of winning the race toward a world where the lives of women and their babies are not threatened by preeclampsia.



120 attendees of the ACOG Annual Clinical Meeting in San Diego ran to raise preeclampsia awareness.



support the growth of our signature public awareness event, *The Promise Walk for Preeclampsia*TM and hosted numerous local fundraising, education and awareness events. She continually demonstrates innovation and teamwork in every role she fulfills as a volunteer."

In Boston, walkers braved an overcast and chilly day to deliver hope.



In Philadelphia, walkers limbered up.

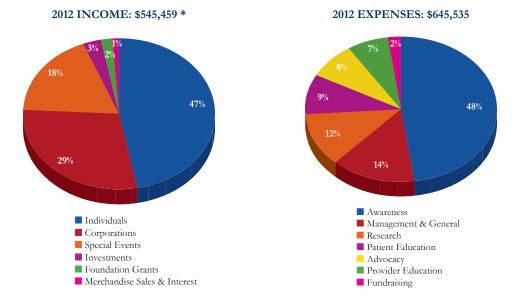


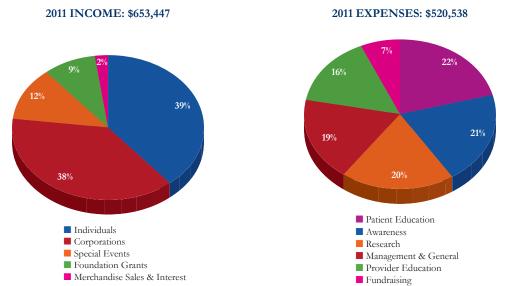
Nicole Purnell of Dallas/Ft. Worth, Texas, was the 2012 recipient of the Hope Award for Volunteer of the Year.



Our Finances

Transparency, financial accountability and good stewardship of our resources guide us. In 2012, 83 cents of every dollar went directly to advancing research and education to save lives. Our 2012 audit (available upon request) passed the scrutiny of the independent auditing firm Whittaker Cooper Financial Group.





*Note: A portion of 2012 programmatic income was received at the end of 2011.

Pledge to Accountability and Stewardship

The Preeclampsia Foundation is committed to transparency, the highest standards of financial accountability and appropriate stewardship of our resources. We are a 501(c)(3) not-for-profit organization established in 2000. Our Tax ID Number is 91-2073087.

Funds received by the Preeclampsia Foundation are carefully monitored to

ensure their use complies with donor intent. An annual audit of our finances is conducted by an independent certified public accounting firm, overseen by the Preeclampsia Foundation Board of Directors. Board and organization assessments are conducted by an outside party with expertise in board governance and evaluation every two years.





Supporting Our Mission: Remembering Someone Special with a Tribute Gift

A tribute gift to the Preeclampsia Foundation is a special way to honor or remember someone whose life has been touched by preeclampsia, eclampsia or HELLP Syndrome. Whether honoring a loved one, friend or colleague or celebrating a significant event, occasion or achievement, tribute gifts serve as a special expression.

When a tribute gift is made, the donor receives a thank you letter and receipt for tax purposes and the honoree or the family of the honoree being memorialized receives a special notification by mail. Tribute gift amounts are not disclosed.

Please consider the Preeclampsia Foundation when you plan a tribute gift in honor or in memory of a loved one. Your gifts ensure the future of our mission — providing patient education and support, raising public awareness, catalyzing research and improving health care practices.

Donations may be made at www.preeclampsia.org/donate.

You may contact the Foundation at:

Preeclampsia Foundation 6767 N. Wickham Road, Suite 400 Melbourne, FL 32940

Toll Free: 1-800-665-9341 Phone: 321-421-6957 Fax: 321-821-0450

Website: www.preeclampsia.org

Our Tax ID Number is 91-2073087.

We thank the donors listed here for their generous Tribute Gifts received between January 1 and December 31, 2012. Every attempt has been made to accurately list those being remembered and honored. Please contact us if an error or omission has occurred.

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"In memory of all babies lost to mothers who have suffered from Preeclasmpsia."

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