



ANNUAL REPORT 2010

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.



Our Leadership

2010 Board of Directors

Leslie Weeks, JD (Chair)
Patrick Dignan (Vice-Chair)
Erik Henrikson, MBA (Secretary)
Richard C. Proctor, Jr., MBA (Treasurer)
Stephen Bohach
Thomas R. Easterling, MD (*ex-officio*)
Carol Hamilton, Pharm.D.
Emily Klein
Beth Ann Schimel, Pharm.D.
Eleni Tsigas (*ex-officio*)
Dan Verakis
John Warner

2010 Medical Board

Thomas R. Easterling, MD (Director)
Phyllis August, MD
Peter von Dedelszen, MBChB
Ananth Karumanchi, MD
Marshall Lindheimer, MD
James N. Martin, Jr., MD
Suzanne Oparil, MD
Robert Powers, PhD
John T. Repke, MD
James M. Roberts, MD
Roberto Romero, MD
Baha Sibai, MD

www.preeclampsia.org

A Letter from the Executive Director

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

Our Mission and Vision

Who Are We? Our Core Values

- ◆ Credible Authority
- ◆ Empathetic
- ◆ Catalyst
- ◆ Influential
- ◆ Bold

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.

www.preeclampsia.org

Preeclampsia: A Decade of Perspective

As our tenth anniversary drew to a close, we produced *Preeclampsia: A Decade of Perspective | Building a Global Call to Action* -- 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.

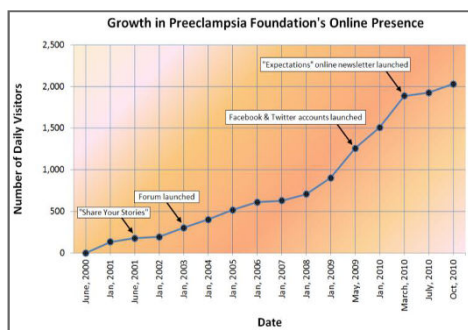
Report Highlights:

- ◆ 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 - 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

www.preeclampsia.org

Administration

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.



Laney Poye,
Project Coordinator



Angela Little,
Director of Operations

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.

www.preeclampsia.org

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



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



www.preeclampsia.org

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



www.preeclampsia.org

Financial Report

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
--------------------------------	-------------------

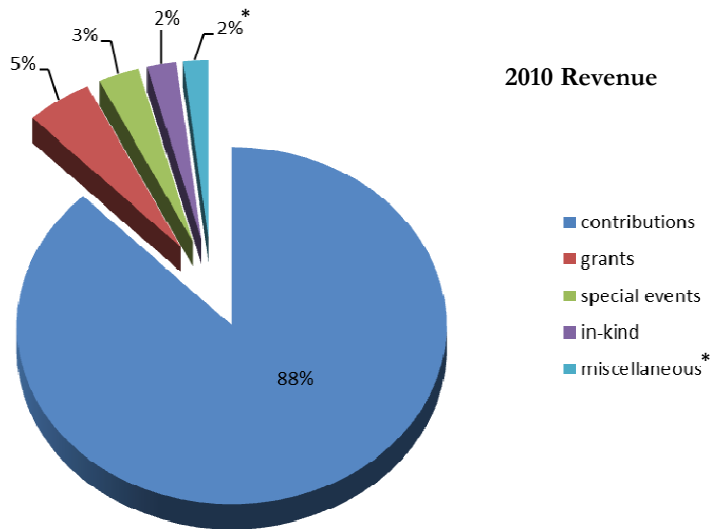
Financial Report

PREECLAMPSIA FOUNDATION, INC. STATEMENT OF FUNCTIONAL EXPENSES

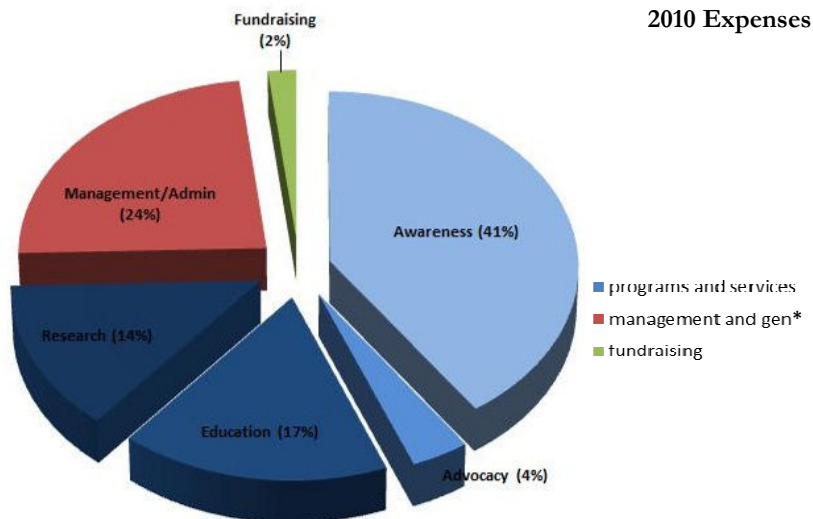
Year Ended December 31, 2010

	Program Services				Total	Management and General	Fundraising	Total Expenses
	Awareness	Advocacy	Education	Research				
Administration	\$ 12	\$ -	\$ -	\$ -	\$ 12	\$ 24,966	\$ -	\$ 24,978
Advertising	250	-	160	-	410	-	-	410
Bad debt	-	-	-	-	-	350	-	350
Bank charges	2,780	-	-	68	2,848	1,643	-	4,491
Equipment rental	1,157	-	-	-	1,157	-	-	1,157
Grants	-	-	4,525	49,507	54,032	-	-	54,032
Insurance	2,110	-	-	-	2,110	2,031	-	4,141
Occupancy	1,317	62	339	270	1,988	6,683	205	8,876
Office expenses	13,535	6,063	887	594	21,079	7,253	108	28,440
Payroll taxes	-	-	-	-	-	4,965	-	4,965
Postage	3,740	-	1,816	30	5,586	2,096	166	7,848
Professional	44,490	1,884	8,721	574	55,669	32,036	-	87,705
Salaries	27,592	4,492	16,042	7,700	55,826	1,925	6,417	64,168
Supplies	11,440	-	-	-	11,440	-	184	11,624
Taxes and licenses	-	-	-	-	-	559	25	584
Training and conferences	49,054	129	3,705	1,069	53,957	614	-	54,571
Travel	10,055	349	3,243	2,805	16,452	1,938	-	18,390
Web site hosting fees	23,701	4,310	40,569	1,861	70,441	24,488	1,861	96,790
	191,233	17,289	80,007	64,478	353,007	111,547	8,966	473,520
Loss on disposal of assets	-	-	-	-	-	41,792	-	41,792
Depreciation	-	-	-	-	-	475	-	475
TOTAL EXPENSES	\$ 191,233	\$ 17,289	\$ 80,007	\$ 64,478	\$ 353,007	\$ 153,814	\$ 8,966	\$ 515,787

Financial Report



*Miscellaneous revenue includes awareness merchandise sales and interest earned



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

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

\$20,000+

Bill & Melinda Gates Foundation
Roche Diagnostics Corporation

\$10,000+

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

\$5,000+

Beckman Coulter Foundation
Easterling, Thomas & Deanne
Fark, Inc
Glenveigh 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, Vonnie
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 & Krystin
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
Klinetob, 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
Tsigas, 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
 Brummel, Lisa*
 Cohen, Elliott*
 Counselor Realty
 Feller, Julie
 Fidelity Charitable Gift
 Fitch, Anne
 Flieje, Andy
 Genesis Health System
 Ginger Root Hari Salon
 The Goddard School
 Greater Twin Cities UW
 Greisman, Giselle
 Hewlett-Packard Fndtn
 Hoppe, Kara
 Innocean Worldwide
 Karumanchi, Ananth
 Kia Motors America Inc
 Kohl's
 Kontonickas, Constantine
 Lujack's Auto Plaza
 Madrid, Maria
 Makayla's Haven Fdtn
 Meriter Health Svcs
 Newspaper National Net
 O'Connell, Catherine
 Ott, Charles
 Perrelli, Frank
 Powell Hayes, Sheila
 Puckett, Kajsa
 Purnell, Nicole
 Purnell, James
 Randisi, Judith
 Rehman, Khurram
 Resurrection Health Care
 Roppo, Peter & Berengaria
 Rosenbloom, Esther
 Roth, Tali*
 St. James Lutheran Church
 Sanders-Colgan, Jill
 Sieverding, Abby
 Silver, Ilene & Bruce
 Smith, Winthrop
 Stone, Norman
 T C Auto Inc.

\$500+ (continued)

Univ of Chicago OBGYN
 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
 Brigmond, Patric
 Bronston, Lorin
 Capel, Teresa
 Carr, Darcy
 Childers, Miranda
 Cohen, Allyson
 Cuomo, James*
 Danairi, Alfonso
 Davison, Marilyn
 Dean Health Systems Inc
 Domino's Pizza
 Donatella Marchetti, Maria
 Drews, Carolyn
 Farm Bureau Ins.
 Fosber America, Inc.
 Fototime
 Gafari, Valerie
 Gammill, Hilary
 Greek Orthodox Ladies
 Philoptochos Society
 Gubins, Samuel
 Haedt, Mike
 Hallaran, Kevin
 Hennein, Hani
 Heroux Family
 Holden, Jeff
 Initiative Interpublic Group
 JP Morgan Chase Fdtn
 Kauffman, John
 Keller, Jennifer
 Klein, Emily
 Kondoleon, Sophia
 Kyndysek, Serena

\$250+ (continued)

Levine, Eric
 Liberty Mutual Ins.
 Magee, Laura
 Marathon Bridge Team
 Mark A Peterson Ins
 Massa, Jayme
 McDaniel, Cathy
 Mendelow, Mark
 Miller, Pamela
 Morrow, Mary
 Mulligan's Valley Pu
 My Sister's Closet Ltd
 Mylander, Beth
 New Choices Inc
 Paulus, Kimberly
 Payne, Beth
 Peterson, Mark
 Pihl, Holly
 Redmond, Shannon
 Reeve-Osborne, Anne
 Reiss, Mark
 Robinson, Greg & Lauren
 Rogers, March
 Rosenthal, Marcia
 Ruthfield, Danielle
 Salzmann, D'Arcy*
 Schimel, Beth
 Schmidt, Mark
 Scott, Brenda Ray
 Singh-Molares, Anil
 Slaton, James
 SSM Health Care of Wisconsin
 Steele, Deborah
 Stone, Norman
 Tokoly, Helen
 Virginia Farm Bureau Ins Co
 Vitayaudom, Valdis
 VonDadelszen, Peter
 Williams, Diane

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

www.preeclampsia.org



6767 N. Wickham Rd., Ste 400
 Melbourne, Florida 32940 USA
 321-421-6957

www.preeclampsia.org