

Vasa Previa Foundation

Executive Committee Meeting Minutes for 14 July 2003

Executive Committee members present:

- Amy Brown Gaghagen, President / Chapter Formation Committee Chairperson
- Cynthia Balota Paris, Secretary / Membership and Nominating Committees Chairperson
- Linda Ursillo, Treasurer
- Carol Prentice, UK Chapter Leader

Marlou van Dijck, Vice President / Netherlands Chapter Leader was absent due to holiday.

VPF Committee chairpersons present:

- Victoria Goldstein, PR, Research, and Fundraising Committee Chairperson
- Meredith Kirby, Education Committee Chairperson was not in attendance due to technical difficulties but was present via instant messenger.

Meeting began at 19:19 GMT (1:19 PM CST)

Executive Committee Minutes from 30 June 2003 were approved for archival and distribution.

Agenda:

- [Officer Reports](#)
- [Treasury Reports](#)
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- [Research Committee Report](#)
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Officer Reports:

- President reports that one member showed up for this month's Monthly Members' meeting that took place on 2 July 2003 at 19:00 GMT (1 PM CST). The next Monthly Members' meeting will take place on 6 August 2003 at 7 PM CST (1:00 GMT).

Treasury Report:

- Linda commented that Cindy and Amy did a great job summarizing the expenditures and writing the recap (financial) statement for the Walk captains and sponsors.
- Quarterly and semester financial reports have been prepared and will be mailed to Cindy and Amy this week. These reports will be available to the Board of Directors on a regular basis from here on out.
- It was mentioned by the Treasurer that volunteers need to report all in-kind donations (donations made for expenses incurred on the VPF's behalf) so they can be recorded to the books and documented.
- Netherlands:
 Donations and interest: € 495.00
 Dutch expenses: € 12.60
 Total Dutch cash on hand: € 2,855.89
 Thank-you notes sent to donors: 2
- UK:
 Donations received: £ 0
 UK expenses: £ 0
 Total UK cash on hand: £ 0
 Thank-you notes sent to donors: 0
- USA:
 Donations received: \$ 180.00, plus bank credit \$8.00, total \$188.00
 USA expenses: \$ 455.00
 Total USA cash on hand: \$ 3,506.07
 Thank-you notes sent to donors: 6

Chapter Reports:

- NETHERLANDS:
 - No report given.
- UK:
 - No report given.
- USA:
 - No report given.

Membership:

- There are 49 participating members of VPF, 2 pending.
- There are 287 IVPF email group subscribers (6 new subscriptions, 6 unsubscriptions).
- There are 118 Vasa_Previa email group subscribers (5 new subscribers, 4 pending subscribers, 1 unsubscription, and 3 denials).
- There were 2 calendar entries and/or edits to the birthday calendar.
- There has been a request to volunteer in the Membership Committee from a new member. Cindy has directed her to request VPF Participating Membership before training her to write letters to people contacting the VPF for the first time.

Public Relations:

- Summer Newsletter was sent out 11 July.
- Push for next 45 days is on Sophie's Walk coverage. Preparing press release, media alert and media lists for all Walk Captains.
- Letter explaining use of funds in the USA was drafted, approved and sent out to Walk Captains for soliciting sponsors.
- NETHERLANDS
 - Karin Weel sent a letter to ANWB (Association for Vehicles) to have an announcement about Sophie's Walk published but received a reply that it was too late to be published in the August edition. We have to put this on the list for next year: the magazine reaches 3 million readers.
- UK
 - Victoria was contacted by Elisabeth Attwood, Features editor, Pregnancy & birth in the UK, who is looking for a person who had low lying placenta during pregnancy in London. Victoria referred her to Lesley Appleyard. Both decided that a straight story on vp would be better so we are providing her with material and information for a story on vp. No date set. Information/contact has been forwarded to Carol.
 - "News of the World" newspaper photo shoot for a piece on women who have had amazing life experiences was arranged for 4 July in Glasgow. Carol reports that it was a fantastic afternoon - professional make-up, clothes from a store for Rebecca and herself and hair done too. The photos of Rebecca were fantastic. The publication will be out on 10 August.
 - The Miscarriage Association welcomed the vp materials Carol sent them and they sent a nice note back. They were not aware of VP and will, like SANDS, alter the information supplied to suit their clients but will use it.
 - Carol has also contacted Practical Parenting again as she noticed that they feature bleeding in pregnancy again without mentioning VP. She has contacted them before but it made no difference.
- USA
 - Victoria was contacted by freelancer Diana Burrell for an article in Lifetime magazine. She will feature survivors and angels and interview Dr. Oyelese. Ms. Burrell pitched the story to her editor and is awaiting response. Her editor turned it down but she is looking into other publications.
 - Freelancer Jennifer Haupt is also preparing to pitch a piece on VPF for Ladies Home Journal. Victoria has followed up with her and a piece on VPF will be done but not sure when.

Research:

- 215 women are documented on the database (108 records received to date with 12 more promised or on the way). We should have about 125 upon submission of the article. Dr. Oyelese is in touch with Victoria almost on a daily basis with new records and new information as preparation continues to submit the final paper.

Fundraising:

- Next Walk meeting will be held at 2:00 p.m. EST on July 15th.

- Karin Weel of the Netherlands works as a researcher for University of Groningen in the Fundraising department. She searches for companies that can be addressed for funds. She has very valuable advices for fundraising.
- NETHERLANDS
 - So far people have donated €1,956.20 for the Kennedy March.
 - Sponsor letter is being developed for Sophie's Walk.
 - Potential sponsor list will be ready in two weeks.
 - Dutch advertisement site: <http://www.marktplaats.nl> So far a total of € 1,380 has been sold (€ 138.00 for the VPF).
 - Frans Prins, manager of the Dutch Pension fund for Metal and Technics, has lectured about pension funds at a workshop at Rabobank Beusichem/Culemborg. He has given he profits of this lecture to the VPF: 250 Euro. Thank you note has been sent.
 - Marlou asked the Netherlands email group members to help with Sophie's Walk. Karin Weel offered to help with fundraising and translating brochures/letters. Sigrid de Rooij offered to help design certificates and posters. She is also investigating possibilities for printer-sponsoring and water. Jolanda Brons and Petra van der Linden offered to translate and help in any way they can. Syl offered to help out on August 24 itself.
 - Netherlands members agreed to meet Friday July 25 about the Walk.
 - Permits have been requested for Sophie's Walk for two locations: The Hague and Hoek van Holland.
- UK
 - Nothing new reported.
- USA
 - Two Walk cities have been added, cost of insurance through USATF (USA Track and Field Association) might go up to \$650.
 - Insurance has been applied for 3 cities, 4 still pending. Insurance must be applied for before July 20th for all cities.
 - Email form letter was prepared and sent out to all Walk captains to supplement brochures and posters for the Walk.
 - Packages of posters, labels and brochures have been mailed out to 8 cities, 6 packages still pending.
 - Quotes for t-shirts: \$1,500.00 for 500, \$1050.00 for 300, \$900 for 200.
 - Cindy is looking into opening a VPF eBay store for pewter and the VPF cookbook that is in the works.
 - The holiday card project to continue development this month. It was suggested and agreed that we contact a VPF member's brother who works in graphics about this project.
 - Concert has been postponed until early 2004.

Chapter Formation Committee Report:

- No report given.

Education Committee Report:

- Amy was invited by the labor and delivery nurse instructor who taught her childbirth refresher course to call her supervisor about giving a training seminar on vasa previa at the hospital that her nephew Joey was born and died because of undiagnosed vasa previa. The instructor seemed very interested. Amy thinks this is something that can make a great difference right away and will call today or tomorrow to speak with the teacher's supervisor. Victoria will equip Amy with all the material she will need, including the interview featuring Dr. Oyelese (with his permission).
- Copies of the completed (to date) video have not been mailed out to VPF members yet because it was raining the day Julia was to deliver them to Meredith. Meredith wasn't home and Julia was afraid they would be damaged. Meredith will send them to the VPF Board of Directors when she gets them from Julia.
- Meredith has an agreement from Julia about the film. She will fax it to Cindy who will see that the rest of this committee gets a copy. The agreement states that we can copy and use the film but not add to it or change it.
- Meredith reports that interviews of the doctors taken by VPF in January 2003 cannot be used in the film because of quality. It was agreed that the emotional aspect of the film is very important and informative, but that we also need to include the professional interviews as was initially agreed upon (but not make it too technical). It was further mentioned that perhaps VPF could have a professional crew film Dr. Oyelese and send it to Julia for editing and inclusion. VPF expects travel expenses to be incurred so that the university can obtain these necessary interviews and believes that they should not forgo adding them because of travel costs involved in re-shooting. So far the film has cost far less than initially projected and the university has asked for very little of the projected expense.
- It was also suggested that we could have 2 films, but this is not an ideal scenario or the original intent of the project.

Budget:

- No report given.

Tax Exempt Status:

- Fundraising has asked Amy to contact the IRS requesting them to expedite the pending VPF application as USA sponsors do not want to sponsor Sophie's Walk without this certification. Amy called the IRS today, and our tax exempt application still has not been assigned. It normally takes 120 days from the day they receive it. They got it on March 29. We are supposed to either get a ruling or be told that they need more info within 120 days. However, they are running behind as there are an enormous number of applications right now, so it may take over 120 days to get an answer. It is undetermined at this time when we will have an actual ruling. We can send a letter in to try to expedite the handling; however, it is uncertain that we meet the criteria to have our application expedited and the 120 days is still too late for the Walk sponsors at this point. Victoria will document what funding VPF

has been refused thus far and forward on to Amy.

- The IRS does not issue numbers for the exemption of state or local taxes. We need to contact our state or local tax offices. Amy will find out if this is something that will have to be done in each state.

Old Business:

- Donor data to complete the private donation page for the VPF website is still needed. Tabled since forever.
- UK will need a VPF Assistant Secretary. Tabled since 24 June 2002.
- VPF website banner for use on other websites. Tabled 8 July 2002 pending sample submission.
- Gavel sound for Board Room in the chat café. Tabled since 24 Feb 2003.
- Sales link on website is on hold, pending catalogs, etc. Tabled since 24 Feb 2003. Cindy is looking into setting up an eBay store for these purposes.
- Carol to provide Phil with a copy of her TV interview for the website. Tabled since 2002.
- Victoria is working on Spanish translations of the VPF brochure and Sophie's Walk information for the website. Tabled since 24 March 2003 as this is a work in progress.
- Press releases for the Kennedy March and Carol's nomination for Scotswoman of the Year. (19 May 2003)
- New page for the website about volunteering for the VPF. (19 May 2003)
- VPF document on management of vasa previa. (Tabled 19 May 2003)

New Business:

- Shawn and Maria Robinson were unanimously approved as VPF participating members.
- Two additional doctors were proposed for the VPF Medical Advisory Board. This item was tabled pending review of biographical information on the proposed physicians.
- It was proposed and unanimously agreed that VPF order 300 shirts at \$3.50 each for a total cost of \$1050.00, not counting tax and shipping (to be paid by VPF). Tax and shipping agreed to as well, as per this vote. Shirts will not have a date on them, so they can conceivably be used for next year's Sophie's Walk if by some chance we don't use them all up this year.

The next regular VPF Executive Committee meeting will take place on Monday, 28 July 2003 at 19:00 GMT (2:00 PM EST, 1:00 PM CST) in the Board room of the VPF Chat Café.

Meeting Adjourned at 20:40 GMT (2:40 PM CST)