

# Vasa Previa Foundation

## Executive Committee Meeting Minutes for 28 July 2003

### Executive Committee members present:

- Amy Brown Gaghagen, President / Chapter Formation Committee Chairperson
- Marlou van Dijck, Vice President / Netherlands Chapter Leader
- Cynthia Balota Paris, Secretary / Membership and Nominating Committees Chairperson

Linda Ursillo, Treasurer; and Carol Prentice, UK Chapter Leader were not in attendance.

### VPF Committee chairpersons present:

- Victoria Goldstein, PR, Research, and Fundraising Committee Chairperson
- Meredith Kirby, Education Committee Chairperson

Meeting began at 19:13 GMT (1:13 PM CST)

Executive Committee Minutes from 14 July 2003 were approved for archival and distribution.

### **Agenda:**

- [Officer Reports](#)
- [Treasury Reports](#)
- [Chapter Reports](#)
- [Membership Committee Report](#)
- [Public Relations Committee Report](#)
- [Research Committee Report](#)
- [Fundraising Committee Report](#)
- [Chapter Formation Committee Report](#)
- [Education Committee Report](#)
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### **Officer Reports:**

- The next Monthly Members' meeting will take place on 6 August 2003 at 7 PM CST (1:00 GMT). Cindy Paris will host.
- Info from the last members meeting: Member Soledad Boyle joined us for the chat. She has an angel. She got lots of info on VP, but did not express an interest in helping at this time.

### **Treasury Report:**

- Donations for Sophie's Walk are being tracked in Quickbooks and will be

divided into registration fees, donations, and VPF member/location.

- Netherlands:  
Donations and interest: € 147.00  
Dutch expenses: € 12.60  
Total Dutch cash on hand: € 3,002.89  
Thank-you notes sent to donors: 1
- UK:  
Donations received: £ 0  
UK expenses: £ 0  
Total UK cash on hand: £ 0  
Thank-you notes sent to donors: 0
- USA:  
Donations received: \$ 628.50  
USA expenses: \$ 1,373.12  
Total USA cash on hand: \$ 2,761.45  
Thank-you notes sent to donors: 5

### **Chapter Reports:**

- NETHERLANDS:
  - Marlene Wubs has resigned as Assistant Secretary/NL due to personal reasons.
  - Michel Wubs will take up his PR and Fundraising duties again in September. He has been on leave of absence for personal reasons.
- UK:
  - No report given.
- USA:
  - No report given.

### **Membership:**

- There are 51 participating members of VPF.
- There are 288 IVPF email group subscribers (1 new subscription).
- There are 125 Vasa\_Previa email group subscribers (0 new subscribers, 3 pending subscribers, 1 unsubscription).
- There were 0 calendar entries and/or edits birthday calendar.
- Cindy Paris will be out of town on family and VPF business from 29 July through 3 August and requests that another Director monitor and respond to email sent to [info@vasaprevia.com](mailto:info@vasaprevia.com) in her absence. Anything else having to do with her duties can wait until her return. Victoria agreed to handle the info emails.

### **Public Relations:**

- Push for next 45 days is on Sophie's Walk coverage. Press release, media alert and media lists for all Walk Captains is ready, need Exec Committee approval and will send out week of July 28.
- Victoria will draft press release about Medical Advisory Board and Marlou's Walk and Carol's nomination for Woman of the Year.

- The VP picture we're using is not a copyright free picture. Sigrid has offered to design a new one for us that looks like the old one but is slightly different. She is also gonna design a picture of a bilobed placenta and VP.
- NETHERLANDS
  - Karin Weel translated the brochure and letters. She also reviewed our fundraising letter together with her colleague and has given us very valuable comments.
  - A colleague of Sigrid's has translated our slogan: It only takes a moment to diagnose life...  
The translation is: De kans op leven is zo bekeken... Which means in Dutch: The chances on life can be seen within a minute AND: The chances of life are gone within a minute.
- UK
  - Carol e-mailed and has spoken to Lizzie Attwood at "Pregnancy and Birth" who thanked VPF for the materials and is very keen to do something on VP. She will be speaking to her editor and will get back to Carol.
  - "News of the World" newspaper piece on women who have had amazing life experiences to be published 10 August definitely. Letter of thanks sent.
  - Carol 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. E-mail/snail mail letters sent 11 July to "Practical Parenting" regarding an article they have featured this month on bleeding in pregnancy with no mention of VP. She contacted them last time they ran such a feature and had no response. They also ran a feature on obstetric emergencies with no mention of bleeding/VP (but included placenta praevia).
  - Patsy Palmer reply to Carol received 15 July from Ms Palmer's agent states that Ms. Palmer is very tied up with family and charity work at this time and may be able to help us in the future.
  - Lanarkshire Health Council: Update piece on VP/publicising the Walk to go into new edition of the newsletter – newsletter being completed at present. Sophie's Walk is on the agenda of the Lanarkshire Health Council's Business Meeting to be held on Wednesday 30 July and will also be discussed at it's Executive Committee Meeting on Tuesday 29 July.
  - Farmer's Market has offered a stall for awareness raising or fundraising purposes. This could be very useful, particularly to raise awareness of Sophie's Walk. Have thanked them for this kind offer and will get back to them. Did not get to market on 21 June but will attend next one on 19 July – did not attend due to illness but will telephone some stallholders and find out about having publicity at the next market in August prior to the Walk.
  - Carol continues to contact newspapers, television stations, websites, etc.
- USA
  - Victoria was contacted by freelancer Diana Burrell for an article in Lifetime magazine. She will feature Aimee Rye and interview Dr. Oyelese. Ms. Burrell pitched the story to her editor and is awaiting response.

- Freelancer Jennifer Haupt was preparing to pitch a piece on VPF for Ladies Home Journal. This did not work out but Ms Haupt will keep us in mind for future stories

### **Research:**

- Dr. Oyelese's paper on VP management has been accepted for publication in Contemporary OBGYN magazine. It will be published by end of summer.
- Dr. Oyelese's Letter to the Editor had been accepted by the Journal of OBGYN regarding Sepulveda's paper. As soon as it is published, he will make a copy available to us.
- 215 women are documented on the database (110 records received to date with 15 more promised or on the way). We should have about 125 upon submission of the article.
- It was asked that Amy write to several more physicians, inviting them to join the VPF Medical Advisory Board. Bio information has not been completed on these doctors and sent out to Executive Committee yet. Cindy will compile what Victoria sent her and officially resend to Committee. It was suggested that physicians from the UK and Netherlands be asked to serve on the Advisory Board for greater representation. Marlou will work on looking into possibilities for physicians in the Netherlands. A physician from the UK was recommended. It was also suggested that we ask these doctors for comments on VPF goals and recommendations prior to extending an invitation to join the Advisory Board. This issue has been re-tabled pending review of biographical information.
- Dr. Oyelese or Dr. Collins presentation on vasa previa at Seton Medical Center (Austin area, TX) is set to take place in October 2003.
- Marlou sent Michel and Marleen Wubs another questionnaire on request of Victoria. Have sent the answers to Victoria and Dr. Oyelese.

### **Fundraising:**

- Two additional Walk meetings held on July 15 and July 24. Meeting summary sent to Walk Captains. Meetings will be held every Thursday at 2 and 9 p.m. EST until the Walk.
- All Walk locations have now been confirmed (EXCEPT A WALK IN AUSTRALIA). It is very important that someone walk in Australia so that we have someone walking each of the 24 hours of walk day. Cindy will write to Australian members asking them to walk for Sophie's Walk. She will also write to members at large asking them to consider walking even if only privately instead of in an organized walk, if there is not one taking place in their area.
- Packages of posters, labels and brochures have been mailed out to all Walk Captains. T-shirts and other Walk material are ready and will be shipped out week of July 28<sup>th</sup>.
- NETHERLANDS
  - So far people have donated €1,956.20 for the Kennedy March. Fifty-seven thank you notes have been sent.

- Marlou and Sigrid de Rooij met on July 25. Sigrid has created drafts for the Sophie's Walk letter paper, Sophie's Walk Poster, Sophie's Walk Thank you note, Sophie's Walk Flag and banner, and the VPF General Brochure, all of which are available now. Sigrid is still working on Sophie's Walk Brochure to use the same format as the rest of the Walk docs.
- Sigrid has a meeting with her boss on Monday in which she will ask him to pay for the printing of the paperwork, as a donation to the VPF.
- Jolanda Brons translated the insert for the walk brochure.
- Dutch advertisement site: <http://www.marktplaats.nl> So far a total of € 1,470 has been sold (€ 147.00 for the VPF). Thank you note has been sent.
- Decided not to apply for publication of Sophie's Walk in the National Walking Guide in the Netherlands, but to lower the entrance fee to € 10 for the day itself, € 7,50 before August 24.
- Sponsor letter has been created and is being sent to PR & Fundraising committee for approval.
- Possible sponsors will be written to this week.
- Permits have been requested for Sophie's Walk for two locations: The Hague and Hoek van Holland. Permits have been requested at the government for two locations (just in case): The Hague and Hoek van Holland. The Hague has replied: there is no objection to have Sophie's Walk when we abide by the rules and when we clean up everything afterwards. Hoek van Holland has replied: they need a copy of the bylaws and the proof of registration to the Chamber of Commerce. Both have been sent. The request has been forwarded to the police too.
- Had confirmation on First Aid: 2 persons are able to help out. The problem is that it will cost us 50 Euro's. Marlou called the local EHBO association and left a message on their answering machine.
- UK
  - Sponsorship letters changed to Standard English and sent out. Have e-mailed creathealth, Bounty, Realparents, mothersbliss and wellbeing as they all offered support for any VPF events: no feedback as yet. Have snail-mailed two major Scottish water companies to see if they are interested. Letters posted 28 June. No response to date but have followed this up as well. Still pursuing some companies for "bugs" etc. Health Council will also provide "bugs", hats etc.
- USA
  - 12 registrations have been received to date. Many more expected between now and Walk day. Pledges and donations have also been received.
  - Insurance has been applied for 6 USA cities. Insurance certificates received by 2 cities, 4 still pending.
  - Kathy Blades has agreed to help Cindy set up and run an eBay store for the VPF. Kathy and her husband have tons of experience with eBay.

Kathy will start training Cindy when they meet together this weekend. Kathy also has a supplier for angels that we can sell. We will need to do auctions at first before opening a "store" until we see if a store will be profitable enough to pay the expenses it will incur.

- Cindy's grandmother has agreed to donate her electric chord organ to VPF.
- The holiday card project to continue development in September.

#### **Chapter Formation Committee Report:**

- No report given.

#### **Education Committee Report:**

- The VPF general brochure created by Sigrid has been submitted to the Education Committee.
- Copies of the film will be sent out this week to VPF Board members.
- A meeting was set for Wednesday, same time 2:00 EDT to discuss using the new forms and graphics Sigrid created for the VPF at large. The management bookmark will also be discussed.

#### **Budget:**

- No report given.

#### **Tax Exempt Status:**

- No report given.

#### **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.
- 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:**

- It was proposed and unanimously agreed that the new brochures Sigrid developed be approved for use for Sophie's Walk in the Netherlands.

- Press material for Sophie's Walk was unanimously approved for distribution to walk captains and the media.
- It was unanimously agreed to purchase pens with the main VPF website address on them (1000 pens for 195 euro) from the NL account. These pens can be used outside the Netherlands if needed (at which point the other chapters can contribute to the cost).

**The next regular VPF Executive Committee meeting will take place on Monday, 11 Aug 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 21:04 GMT (3:04 PM CST)