

Vasa Previa Foundation

Executive Committee Meeting Minutes for 11 August 2003

Executive Committee members present:

- Marlou van Dijk, Vice President / Netherlands Chapter Leader
- Cynthia Balota Paris, Secretary / Membership and Nominating Committees Chairperson
- Linda Ursillo, Treasurer
- Carol Prentice, UK Chapter Leader

Amy Brown Gaghagen, President / Chapter Formation Committee Chairperson was on maternity leave, but reserved the right to postpone any voting taking place unless it was of pressing nature, such as printing deadlines.

VPF Committee chairpersons present:

- Victoria Goldstein, PR, Research, and Fundraising Committee Chairperson

Meredith Kirby, Education Committee Chairperson was not in attendance.

Meeting began at 19:10 GMT (1:10 PM CST)

Executive Committee Minutes from 28 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](#)
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Officer Reports:

- Cindy Paris hosted the monthly members meeting that took place on 6 August. An email group member who is still pregnant showed up to chat and one other long time member registered her desire to get more involved in the future. There were no new suggestions or comments or ideas this month.

Treasury Report:

- Netherlands:
Donations and interest: € 0
Dutch expenses: € 0
Total Dutch cash on hand: € 3,002.89
Thank-you notes sent to donors: 0
- UK:
Donations received: £ 0
UK expenses: £ 0
Total UK cash on hand: £ 0
Thank-you notes sent to donors: 0
- USA:
Donations received: \$ 2,104.00
USA expenses: \$ 258.74
Total USA cash on hand: \$ 4,606.71
Thank-you notes sent to donors: 50

Chapter Reports:

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

Membership:

- There are 51 participating members of VPF.
- There are 309 IVPF email group subscribers (24 new subscriptions, 3 unsubscriptions).
- There are 128 Vasa_Previa email group subscribers (3 new subscribers, 4 pending subscribers).
- There were 4 additions to the birthday calendar.
- Thanks to Victoria for managing email sent to info@vasaprevia.com during Cindy's absence.

Public Relations:

- Push is on for Sophie's Walk media coverage. Press release, media alert and media lists have been sent out to all walk captains and private walkers. Victoria has contacted major media including CNN and is working feverishly to get coverage.
- NETHERLANDS
 - Marlou and Sigrid met on July 25. Sophie's Walk letter paper, brochure, poster, thank you note, flag and banner as well as a new VPF general brochure in Dutch as been printed and received or will be printed within the next two weeks. All printed material was put on great glossy-like

paper (still have to ask Sigrid for the name of the paper). All looks very professional and classy!

- Walk insert has been sent to all Dutch contacts.
- Robert's dad, Ad van Giersbergen and Syl offered to help out on August 24. Marlou has asked Syl for her phone number and will call her this week to make arrangements.
- 50 Walk brochures and 2 posters have been posted to the Camping which is close to the Walk location. Posters have been hung up on all possible places around the Walk Area. Posters have been offered to all the restaurants at the Kijkduin Boulevard (around 15). All but one co-operated and pasted them in their front windows for everyone to see. Robert and his dad and have helped distributing them.
- Route has been determined (a ring of exactly 5 kilometers) and a route description has been created. Hoek van Holland rejected us: we do not suffice to the rules of the CBF (Central Bureau for Fundraising). CBF requires 5 board members. Since we only have two board members in the Netherlands (Robert and Marlou), we do not abide to these rules. No problem since we already decided to walk at The Hague.
- All Dutch contacts have been asked to participate in Sophie's Walk and to ask all friends and relatives to participate too.
- All members of 'Lieve Engeltjes' have been written to asking them to participate in the Walk.
- All possible media in the Netherlands have received an email with the Media Alert and Walk Release (TV-stations, radio, newspapers and free house-to-house newspapers).
- Leyenburg Hospital (closest to the walk area) and all obstetrician/midwives operating in the The Hague area have been sent a letter asking them to put posters and brochures in their offices for patients to see, walk with us, and support us with money.
- Marije Bergmans has been emailed to ask her to put on posters about the Walk at her school and to come to the Walk with all her friends. She was very enthusiastic about it when I asked her just after her paper. I'm hoping for a positive response.
- 1000 pens have been ordered from www.pennenman.nl (Futurepoint, white pen with purple writing saying: Logo - Vasa Previa Foundation – www.vasaprevia.org). They're expected to be ready at August 21.
- UK
 - Carol was contacted by a journalist regarding an extremely inaccurate and poorly written feature of Carol's story in a newspaper that failed to even mention vasa previa. Carol will report back on this new contact in her next report. There is no link to the poorly written feature as this newspaper does not have an online version.
- USA
 - Victoria was contacted by freelancer Diana Burrell for an article in Family Circle. She will feature Aimee Rye and interview Dr. Oyelese. She has

pitched the story to her editor, story has been approved and she is in touch with Aimee.

- Making good progress with Good Morning America on ABC.

Research:

- VPF received an email from Dr. Waldo Sepulveda congratulating us on our efforts and offering to help us in our cause.
- 225 women are documented on the database (125 records received to date with 15 more promised or on the way). We should have about 125 upon submission of the article.
- Marlou asked Sigrid de Rooij to get a copy of her medical records during her upcoming doctor visit. Sigrid will scan them and send to Victoria by email.

Fundraising:

- All Walk locations have now been confirmed. 32 cities worldwide!!!!!!!!!!!!!!!!!!!!!!
- Four additional Walk meetings were held on July 15 and July 24, July 31 and August 7th. Meeting summary sent to Walk Captains. Meetings will be held every Thursday at 2 and 9 p.m. EST until the Walk.
- Packages of posters, labels and brochures have been mailed out to all Walk Captains. T-shirts and other Walk material were shipped out the end of July.
- A question was asked about how to get sponsors. It was mentioned that with the PR we gather from this year's walk, getting sponsors next year will be much easier. We will also be starting much earlier.
- NETHERLANDS
 - So far people have donated €1,956.20 for the Kennedy March. Fifty-seven thank you notes have been sent.
 - Sponsor letter has been sent out to 8 companies (Unilever, Nestlé, Nutricia, Peijnenburg, Sponser Sport Food, Spa-water, Campina, LU). Walk brochure included.
 - Sigrid has a meeting with her boss on Wednesday in which she will ask him to pay for the printing of the paperwork, as a donation to the VPF.
 - So far 3 people have pledged to walk Sophie's Walk at The Hague. We're expecting most people to join us from reading posters, newspaper and other media.
 - Dutch advertisement site: <http://www.marktplaats.nl> So far a total of € 1,560 has been sold (€ 156.00 for the VPF).
 - Marlou had confirmation on First Aid for Sophie's Walk: 2 persons are able to help out. The problem is that it will cost us 50 Euro's. I have called the local First Aid association and left a message on their answering machine. EHBO was cancelled since the costs are too high. Marlou sent an email to the Red Cross, since her sister told her they would do it for free. Marlou is still waiting their answer, and will contact them personally this week.
- UK
 - No report given. All efforts have gone into publicising Sophie's Walk.

- USA
 - Insurance has been applied for 6 USA cities. Insurance certificates received by 2 cities, 4 still pending. Two cities have been added. Total cost now beyond \$1000.
 - 20 registrations have been received to date. Many more expected between now and Walk day. Pledges and donations have also been received.
 - Advertisement for Cindy's grandmother's chord organ has been run in 2 editions of 37 local newspapers and on the internet for a week.

Chapter Formation Committee Report:

- No report given.

Education Committee Report:

- DVD copies of the film sent to VPF Board members could not be viewed on television or computer by Board members receiving them. The Directors are currently reviewing the film and will make comments directly to the Education Committee. When the film is finished, it will be reviewed by the Executive Committee for final approval.
- A meeting was held last Wednesday to discuss using the new forms and graphics Sigrid created for the VPF at large.

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.
- Netherlands will need a VPF Assistant Secretary.
- 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)

- Bios for the proposed new members of the VPF Medical Advisory Board have been sent out to all Executive Committee members.

New Business:

- None.

The next regular VPF Executive Committee meeting will take place on Monday, 25 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 19:45 GMT (1:45 PM CST)