

# Caring and Sharing

A PUBLICATION OF PREGNANCY HELPLINE, INC. OF MADISON

SEPTEMBER, VOLUME 2014, ISSUE 2

## *Pregnancy Helpline Partners with Dane County Safe Sleep Initiative*

Since our Safe Sleep Program re-opened in April 2012, we've delivered 215 pack-n-plays. Our program continues to grow, giving out usually more than 10 a month!

We have created a partnership with the Dane County Safe Sleep Initiative (DCSSI), a group that includes Dane County Public Health, Kohls, and UW Health. We are one of only two resources in the area listed on the DCSSI website that provide a free, safe place for a baby to sleep. We are definitely a needed service!



*Richelle Eithun and Alissa Hirscher with the AmFam pack-n-plays.*

Through this relationship, we received a benefit as well. The UW Health American Family Children's Hospital gave us 10 brand new pack-n-plays. In addition, they gave us beautiful color flyers about sleep safety that we are now including with all our pack-n-play deliveries. Rishelle Eithun, Safe Kids coordinator says, "It's great to have area organizations working together to promote safe sleep environments in Dane County." We look forward to continuing this valuable partnership.

ANNUAL SAFE SLEEP COST	\$6000
FUNDS RAISED BY MOTHER'S DAY CAMPAIGN	\$2750
SHOPKO GRANT	\$500
AMFAM DONATION	\$500
<b>STILL NEEDED TO FUND PROGRAM</b>	<b>\$2250</b>

**CAN YOU HELP US CLOSE THE \$2250 GAP IN OUR FUNDING BY MAKING A DONATION TODAY?**

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### Director's Corner

I'm so excited by the connections we've made in the community with our Safe Sleep Program. Two of our veteran Safe Sleep volunteers, Kevin and Erin, were also featured in a neighborhood magazine this summer. And we brought in a new volunteer, Benjamin Freeman, to assist with deliveries. He's jumped right in, helping at our pancake breakfast, Sharing Center, and organizing a bake sale for us at his place of work.



I'm also very happy to welcome three new Board members. Carol Vander Sluis is the vice-president at Madison Investment Advisors and will now direct our strategic planning. Bridger Yallaly has a background in development and directing faith formation; she is our new Board secretary. And Marissa Schuh, a student at UW-Madison majoring in Communication Disorders, joins us as a student liaison.

Lastly, I'm thrilled to welcome Jen Bartell as Associate Director! Jen has been running our Diaper Bank for the past year and has a background in advertising and marketing. Re-arranging existing paid work hours, we were able to hire Jen part-time without increasing our salary expenses.

Welcome Everyone!

### Client Story

"I DIDN'T  
EXPECT IT TO  
BE BRAND  
NEW!"  
-CATHRYN, SAFE  
SLEEP CLIENT

Cathryn heard about the Pregnancy Helpline from her godmother, a member at Queen of Peace parish. She now is a mom of three and has used the Helpline, Sharing Center, and recently, the Safe Sleep Program.

"My baby was big at birth, 9 pounds," Cathryn told

us. She was using a bassinet for baby Joshua, but he was growing out of it quickly.

"He was rolling around a lot, and I was afraid of an accident. I had been asking around for a pack-n-play, but no one had one for me." She heard about our Safe Sleep Program

from a counselor at the Women's Care Center.

"I'm so thankful that I was able to get a new bed for my baby, and a really nice one! I didn't expect it to be brand new!"

Congrats to you, Cathryn, and we hope you and baby are sleeping well!

### Volunteer Spotlight



Judy received a United Way Community Volunteer Award this summer for her service with the Pregnancy Helpline.

Judy has operated the Baby Care Package Program for over 25 years from her home, with a room dedicated for that purpose.

She solicits new baby clothes and other items from parishes, then sorts, organizes, fills, and decorates the gift boxes. She estimates that she prepares 115 to 130 boxes annually, for a total of over 2500.

Judy is one of the original

### Judy Sheidegger

founders of the Pregnancy Helpline and has been a part of each of our four programs, including being a co-director and a Board member. Her impact has been truly immense.

Congratulations and thank you, Judy, for your years of incredible service!

## Updates



### Fall Phone Volunteer Training

October 11, 2014  
10am - 3pm

Catholic Multicultural Center

We are trying to increase our phone volunteers by five this Fall. Answer all calls from home. On-going training and support at monthly meetings. Sign up for shifts that fit your schedule.

Contact Alissa Hirscher, if interested:  
[info@pregnancyhelpline.net](mailto:info@pregnancyhelpline.net).

**Diaper Need Awareness Week  
September 8 - 14**

Pregnancy Helpline's efforts helped make this happen!

Our Diaper Bank at the Sharing Center helps keep babies dry and healthy.

Please donate online today!

**Like us on Facebook**  
[www.facebook.com/PregnancyHelplineMadison](http://www.facebook.com/PregnancyHelplineMadison)

**Donate using PayPal on our website**  
[www.pregnancyhelpline.net](http://www.pregnancyhelpline.net)

## Partners in Caring — 2014 Sharing Center Sponsors

<u>January:</u> Saint Jude Healthcare	<u>April:</u> Anonymous	<u>August:</u> Springtime Chiropractic	<u>November:</u> Joey's Seafood; and In memory of Don Gostomski
<u>February:</u> Total Care Dental	<u>May:</u> Bellissimo Family	<u>September:</u> Caya Family	<u>December:</u> Ripple Management
<u>March:</u> In memory of Victor and Carol Dorn	<u>June:</u> In memory of Maria E. Welton	<u>October:</u> Kapur Family	
	<u>July:</u> Caya Family		

Sharing Center sponsors pay a month's rent (\$600).  
To become a sponsor in 2015, please contact Alissa Hirscher at [info@pregnancyhelpline.net](mailto:info@pregnancyhelpline.net) or call 608-222-0008.

## Opportunities

### VOLUNTEER

- Sharing Center sorters. Come 1-2 times a month for 2-3 hours to sort and size baby clothes.
- Phone volunteers. Answer calls from home. We especially need Spanish-speaking phone volunteers.

### DONATE

We depend entirely on donations of time, material goods, and financial assistance from generous people in the Madison area. Donate online or by check. Checks can be made out to: Pregnancy Helpline, Inc. and mailed to: PO Box 5261 Madison, WI 53705

### CONTACT US

If you are interested in getting involved, please contact:  
Alissa Hirscher, Pregnancy Helpline Director  
Phone: 608-222-0008  
Email: [info@pregnancyhelpline.net](mailto:info@pregnancyhelpline.net)

### OUR PROGRAMS

- Helpline (phone)
- Sharing Center
- Baby Care Package
- Safe Sleep



Sign up for our monthly newsletter at [www.pregnancyhelpline.net/news.cfm](http://www.pregnancyhelpline.net/news.cfm), or scan this code.

### SHARING CENTER HOURS

Saturday 9am-12noon  
(closed Holiday weekends)

Catholic Multicultural Center  
1862 Beld St. (off Park St.)  
Lower Level

Call 608-222-0008



## OUR MISSION:

The Mission of Pregnancy Helpline, Inc is to provide life-affirming, compassionate care; giving accurate information, material support, and community referrals to women and their families before, during, and after pregnancy.

**Pregnancy Helpline** is a non-profit, non-political organization supporting Madison-area families for 30 years. We depend entirely on donations of time, material goods, and financial assistance from generous people in the Madison area. If interested in volunteering, donating, or for more information, please call (608) 222-0008 or email us at [info@pregnancyhelpline.net](mailto:info@pregnancyhelpline.net).



PO Box 526 1  
MADISON, WI 53705