

# resolve

THE NATIONAL INFERTILITY ASSOCIATION

## 2011 Annual Report:

## Finding Our VOICE



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## Letter from the President

Dear RESOLVE supporters,

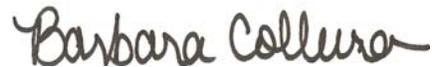
For so many reasons, 2011 was the year the RESOLVE community found its voice. The women and men in the infertility community asked for information and support, demanded access to care, and educated the public about the issues that surround infertility. RESOLVE was there for all of them, giving them an outlet to find their voice and the support they need.

From the halls of Congress to the pages of *Redbook* magazine to seats occupied during a support group, members of the infertility community spoke up and made an impact. For some people, finding their voice enabled them to speak to their spouse, family, or doctor about their struggles with infertility. For others, finding their voice meant supporting the cause through advocating for family building legislation and battling legislation that threatened fertility treatments. The infertility community raised their collective voice throughout the year during events such as National Infertility Awareness Week® and the Walk of Hope.

The goal of the Annual Report is to not only report on the activity of the organization, but convey the impact RESOLVE has had on people living with infertility. As you read this Annual Report, you will be informed of the work undertaken by the organization each day, and the impact and outcomes we have on people's lives.

On behalf of everyone at RESOLVE, we thank our community: volunteers, professional members, and advocates across the country who support our cause. We recognize and value the important work the RESOLVE community does to improve the lives of women and men with infertility.

Thank you for your continued support,

A handwritten signature in black ink that reads "Barbara Collura". The signature is written in a cursive, flowing style.

Barbara Collura  
President/CEO

## **Mission Statement**

The mission of RESOLVE is to provide timely, compassionate support and information to people who are experiencing infertility and to increase awareness of infertility issues through public education and advocacy.

RESOLVE improves the lives of women and men living with infertility.

One in eight U.S. couples of childbearing age is diagnosed with infertility. RESOLVE addresses this public health issue by providing community to these women and men, connecting them with others who can help, empowering them to find resolution and giving voice to their demands for access to all family building options.



The online abbreviation for infertility is "IF." And when you are faced with infertility there are so many "IFs" involved. "What IF we can't afford treatment?" "What IF it doesn't work?" The "IFs" are endless. Project IF is RESOLVE's ongoing public education campaign to make sure the public:

1. Understands that infertility is a disease that affects 1 in 8 couples of reproductive age;
2. Acknowledges that there are many ways to build a family;
3. Understands that the disease of infertility impacts the physical, emotional, and financial health of those that are facing it; and
4. Knows when to seek the advice of a specialist.

RESOLVE's public education efforts are driven by National Infertility Awareness Week® (NIAW), a movement and awareness campaign each spring that brings together RESOLVE volunteers, professional members, and corporate partners. In addition, RESOLVE works with major media outlets including *Redbook Magazine*, *The New York Times*, *The Today Show*, *The Huffington Post*, and *NPR* to raise public awareness about the complexities of infertility. Our goal is to make sure everyone understands the emotional and physical implications of fighting the disease of infertility.

- 90 major media stories in 2011 either mentioned RESOLVE or referred to a RESOLVE program such as NIAW or Night of Hope
- 331 bloggers participated in the Bloggers Unite Program
- 55 events were held in honor of National Infertility Awareness Week® around the country
- Traffic to the resolve.org website increased by 327% during National Infertility Awareness Week®

- During the 2011 National Infertility Awareness Week® (NIAW), RESOLVE shattered all of our social media goals and benchmarks from 2010, drew millions of media impressions, and had more than 50 documented events from our partners and professionals around the country.
- Members of the infertility community rallied around the 2011 NIAW theme of "Bust a Myth," and more than 1,500 people showed their support for the cause by adding an NIAW "Twibbon" to their social media profile pictures.
- In September, RESOLVE was featured in Media Planet's special supplement on Reproductive Health that appeared in *USA Today*. Barbara Collura contributed an article entitled "Having Children After Cancer," which included solid advice, recommended the RESOLVE website, and announced the Family Act of 2011. The "Reproductive Health" supplement ran in *USA Today* with 450,000 printed copies in the key cities of Chicago, Boston, Seattle, Washington/Baltimore, Philadelphia, Phoenix, and Minneapolis.

- RESOLVE partnered with *Redbook*, a major women's magazine, on a multi-faceted project to raise public awareness about infertility. RESOLVE staff worked closely with *Redbook* editors to determine the content, tone, and messaging of the campaign from the beginning. RESOLVE provided content and interview subjects for the article "The Invisible Pain of Infertility," that was featured in the November issue of *Redbook*. Barbara Collura was quoted extensively in the opening paragraphs of this powerful article.
- The exciting online component of the campaign was "The Truth About Trying" video series featuring videos of celebrities and average women sharing their experiences with infertility. RESOLVE worked with its volunteer base to provide more than forty initial videos for this campaign. The video series was promoted at the top of *Redbook's* website homepage beginning mid-October and was still in rotation the first week of December. *Redbook* and RESOLVE promoted the campaign extensively through social media, including *Redbook's* Twitter Chat on infertility when the program launched.
- RESOLVE maintained its position as an authoritative media source. RESOLVE provided interviews and resources to national and local media on general infertility issues, legislative issues, support services, and personal stories. Coverage appeared in prominent national media, including *NPR*, *Washington Post*, *Huffington Post*, *New York Times*, *Today Show*, *Men's Health*, and *WebMD*.
- Through Health and Human Services (HHS) Grants, RESOLVE delivered Promoting Embryo Donation for Patients and Medical Professionals programs:
  - RESOLVE partnered with Bill Rancic, *The Apprentice* Season One winner, on its public education campaign, Destination: Family to raise awareness about embryo donation. This partnership resulted in extensive media coverage across the country, including 25 local and national interviews, as well as a press release that generated more than 95 million hits and over 150 mentions.
  - RESOLVE launched the Twibbon project to drive traffic to MyDestinationFamily.org and increase awareness of the array of family building options. In April through May, the MyDestinationFamily.org Twibbon page received 3,611 page views. Site visits spiked to 1,591 during the week of April 24th – 30th, during NIAW and the launch of the Twibbon project.
  - As part of the 2009 grant for professional education, RESOLVE completed a survey for legal and mental health professionals to gauge the awareness of embryo donation in these specific groups. The results of this survey helped identify gaps in knowledge in certain areas, and work began to create educational modules for legal and mental health professionals to address these gaps.
  - Work continued on RESOLVE's educational modules for medical professionals, and in early 2011 RESOLVE launched [www.embryodonationresources.org](http://www.embryodonationresources.org) as a centralized repository for all educational modules for professionals.



RESOLVE believes a well-informed and well-supported infertility patient reaches resolution quicker, spends less money, and is in a better frame of mind at the end of his or her journey. Team RESOLVE is a community that is made up of RESOLVE resources, trusted partners, and experienced professionals where those diagnosed with infertility come together to find their resolution. Team RESOLVE is the place where infertility patients become well-informed and well-supported.

Just as every family building journey is different, each person's Team is unique and based on personal needs. RESOLVE offers numerous resources which may be part of one's Team, including our regional HelpLines, in-person and online support groups, TeleSeminars, local educational programs, and more.

RESOLVE's local and regional programs and services are made possible by more than 350 volunteers in 41 states. Most of these volunteers have had personal experience with infertility, and many devote a significant portion of their time to helping others build their families. Professionals in the field also volunteer for RESOLVE and serve as key partners in Team RESOLVE by speaking at education programs, hosting TeleSeminars, writing online and print articles, and supporting RESOLVE financially.

- 3,500 people found their voice in more than 150 RESOLVE Support Groups nationwide
- 1,000 family building professionals supported RESOLVE's mission and are listed in the online directory
- Online and social media communities grew by 60%

- RESOLVE makes a profound personal impact through support groups. Support groups help people struggling with infertility feel less isolated, empowers them with knowledge and validates their emotional responses to the life crisis of infertility. As of December 2011, RESOLVE had 153 peer-led and 25 professionally-led groups meeting in 34 states plus the District of Columbia.
- RESOLVE offers nine regional HelpLines for our constituents nationwide. Calls are toll-free, and messages are retrieved and returned by one of more than 40 trained volunteers within 48 hours. These caring and informed volunteers can provide updated information on local family building professionals, insurance issues, or just provide a friendly ear to listen at a critical moment.
- RESOLVE engaged its many audiences on a regular basis throughout the year. 36,000 women and men subscribed to RESOLVE's monthly eUpdate to get information about family building, local programs, and advocacy issues. Average weekly visitors to [www.resolve.org](http://www.resolve.org) exceed 8,000. RESOLVE continued to reach larger audiences through social media, with more than 2,000 Twitter followers, 7,000 Facebook fans, and more than 11,000 members of our INSPIRE communities.

- RESOLVE volunteers hosted several local educational events, including the Midwest Family Building Conference in Minneapolis, MN; Central Florida Adoption Seminar in Orlando, FL; Arizona Adoption Seminar in Phoenix, AZ; Jacksonville Family Building Expo, Jacksonville, FL; What's New in IVF/ART in San Diego, CA; and Family Building Expo in Birmingham, AL.
- RESOLVE hosted free Teleseminars twice a month on a wide range of critical topics including fertility medicine, donor eggs, complementary medicine, how to talk to friends and family about third-party reproduction, unexplained infertility, coping during holidays, embryo donation, financing infertility treatments, bi-racial adoption, and genetic counseling.
- More than 250 REI and Ob/Gyn Nurses participated in RESOLVE's Nurse Liaison Program. Program participants served as the point-person in their practice for collecting and disseminating patient information such as local educational events, online services, support groups, patient education materials and resources, and other services or information that patients need.
- RESOLVE's Walk of Hope is a major public awareness and fundraising program. Participants in the *Walk of Hope* raise vital funds for RESOLVE that support local programming. 2011 events took place in Atlanta, GA, and Scottsdale, AZ. Community members from across the country were encouraged to participate through the "Your Home Town" program.
- On September 13, 2011, RESOLVE and more than 275 guests including corporate partners, Hope Award recipients, board members and other family building professionals came together to celebrate the work of RESOLVE and the impact made on the infertility community by the awardees. Hosted by *The Views* Sherri Shepherd, the Night of Hope not only raised public awareness, but also raised significant funds with the addition of the onsite Text-to-Pledge® campaign.

2011 Night of Hope Big Apple Sponsors:





RESOLVE's The Center for Infertility Justice™ is the only place where infertility is studied, defended, promoted, and advanced through public policy and research. RESOLVE works with grassroots activists nationwide to promote access to care for all who need it, fight any attempts to restrict or eliminate that care, and provide research and data to support positive public policy for the infertility community. The Center for Infertility Justice hosts congressional briefings, federal and state advocacy days, and sends out legislative and policy-related action alerts to keep you informed about legislation that could impact one's family building options. We constantly monitor and report on federal and state legislation activities and join coalitions to help advance public policy on the issue of infertility.

- 11 bills were introduced at the state level that would have negatively impacted access to medical treatments for infertility - *100% of these bills were defeated*
- 5,312 signatures were sent with a petition to the U.S. Department of Health & Human Services urging that infertility be an Essential Health Benefit
- RESOLVE advocates sent 21,255 letters through RESOLVE's online advocacy system to their legislators about infertility issues that matter to them

- Since the spring of 2011, RESOLVE has devoted much of its advocacy efforts to promoting "The Family Act," (S 965 / HR 3522) a bill that would provide eligible taxpayers a tax credit for the out-of-pocket expenses associated with infertility medical treatment. The tax credit would apply to expenses related to in vitro fertilization and treatments to preserve fertility for cancer patients. RESOLVE has empowered the infertility community to advocate for the Family Act. Through articles, e-mail alerts, sample letters, phone scripts, and advice on how to communicate with elected officials, RESOLVE has trained a vocal and dedicated community to advocate for this important legislation.
- Advocates from across the country travelled to Washington D.C. to meet with their Members of Congress on May 5 for RESOLVE's Advocacy Day. Congresswoman Debbie Wasserman Schultz addressed the advocates in the morning, then the advocates held meetings to share their personal experiences and educate our elected officials about the disease of infertility.
- At the ASRM Annual Meeting, October 15-19, RESOLVE's President held a press conference regarding the Family Act and MS 26, the Mississippi Personhood Initiative. RESOLVE's President also spoke on a Panel at the ASRM Meeting on Personhood, together with Dr. Andy Toledo and Dr. Stacie Dahl, which was moderated by Sean Tipton of ASRM.

- On November 8, Mississippians voted down Initiative 26 which would have created a Mississippi Constitutional Amendment defining “personhood” as the moment of conception. While the vote was a tremendous victory, polling showed the initiative would pass. RESOLVE joined a coalition called “Mississippians for Healthy Families,” worked closely with the physicians in Mississippi, recruited patient advocates, and worked closely on media outreach. RESOLVE was a major force in this effort, working behind the scenes and helping to push messaging out to the media, bloggers, and the community at large.
- RESOLVE educated the community about Essential Health Benefits, a major feature of the Affordable Care Act. As a result, 5,312 signatures were sent with a petition to the U.S. Department of Health & Human Services urging that infertility be an Essential Health Benefit.
- On October 14, RESOLVE launched The Center for Infertility Justice Blog to update the infertility community, media, and public on federal and state legislation, policy issues, research and news that is important to the cause of infertility. Topics covered included Personhood initiatives, the Family Act of 2011, and health insurance coverage for infertility treatments.

**2011 Visionary Partners**

Attain**Fertility**<sup>™</sup>



EMD Serono



## **2011 RESOLVE Staff and Board of Directors**

### Staff

Barbara Collura	President
Marnee Beck	Website Coordinator
Margaret Berardelli	Director of Development
Tanya Coogan	Manager of Constituent Services
Rebecca Flick	Director of Strategic Partnerships and Projects
Dawn Gannon	Professional Outreach Manager
Heather Gasser	Resource Development Specialist
Aretha Lee	Administrative Assistant

### RESOLVE Board of Directors

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New York, NY

Jane Castanias, JD  
Oakton, VA

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Wellesley, MA

Alice D. Domar, PhD  
Waltham, MA

Frank R. Dunau, Treasurer  
Wellesley, MA

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Manhasset, NY

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New York, NY

Bob Lederer, Chair  
Jupiter, FL

Risa A. Levine, Esq.  
New York, NY

Dwight P. Ryan  
White Plains, NY

Susan B. Slotnick, Clerk  
Short Hills, NJ

## 2011 Major Donors

### \$250 - \$299

Blair Axel  
Jessica Becker  
Leigh Boston  
John Canright  
Lisa Catapano  
Kristi Danielwicz  
Valerie Dobrow  
Cara Dubroff  
James Edwards  
Dennis Hall  
Kate Hopkins  
Dana Johnson  
Helen Kinson  
Israel and Sarah Klein  
Robert Koagedal  
Vita Larkin  
Jessica Litman  
Michele Lublin  
Marlie Meringer  
Deirdre Moynihan  
Lisa Namerow  
Jean Shanks  
Erika Tabke  
Alexandra Taylor  
Nicole Ungar

### \$300 - \$499

Katharine Barongan  
Linda Blair  
Holly Kortright  
Natalie Lewis  
Brienne Mackenzie  
Edward Marut  
Lawrence Nelson, M.D.  
Lisa Russo  
Jessica Sasser  
Peter Schlegel, M.D.  
Richard Schneider

### \$500 - \$999

Linda Applegarth, PhD  
Millie Behera, M.D.  
Julie Berman  
Christopher Bodnar  
Maria Bustillo, M.D.  
Alison Carlson  
Marcelle Cedars, M.D.  
Barbara and Chris Collura  
H. Randall Craig, MD  
Michael Dale  
Alice Domar, PhD  
Jamie Grifo, M.D.  
David Keefe, M.D.  
Andrew Mintz  
Dave Nichols  
Neil Port  
Julie Robichaux  
Jennifer Rutner  
Dwight Ryan  
Meggin Schneider  
Susan Slotnick  
Andrea Sultan  
Kimberly Taylor  
Alejandro Tosta  
Eric Witherspoon

### \$1,000 - \$9,999

Vicki Baldwin  
Amy Blake Field  
Alisyn Camerota  
Michael Castagna  
Jane and Greg Castanias  
Crystal & John Ciancutti  
Lee and Jarrett Collins  
Dennis Dayton  
Rande and Ken Delvin  
Ellie Miller-Dyk  
Barbara Faber, M.D.  
Martin Freedman  
Timothy Gelety, M.D.  
Richard Grazi, M.D.  
Sujatha Gunnala, M.D.  
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Mark Johnson, M.D.  
Jim Knowles  
Carol Langer  
Frederick Larsen, M.D.  
Robert Lederer  
Mark Leondires, M.D.  
Scott Morrison  
Drew Moffit, M.D.  
Jay Nemiro, M.D.  
Danielle Sherman  
Joe Tawil  
Kim Thornton, M.D.  
Vladimir Troche, M.D.  
Richard Winter  
Shirley Zager  
Mary Zimmer  
Nathaniel Zoneraich, M.D.

### \$10,000 and higher

Frank Dunau & Amy Davis  
James Newton Cochran Fertility  
Fund  
Caroline Ryan

## **Appendix 1: RESOLVE's Financial Statements**

### **Resolve: The National Infertility Association Statement of Position December 31, 2011**

#### **Assets**

Cash and cash equivalents	152,595
Accounts receivable	82,068
Note receivable, net	-
Prepaid expenses	23,952
Property and equipment, net	<u>326</u>

Total assets	<u><u>258,941</u></u>
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#### **Liabilities and Net Assets**

##### **Liabilities**

Accounts payable and accrued expenses	37,310
Deferred Revenue	49,473

Total liabilities	<u>86,783</u>
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##### **Net Assets**

Unrestricted net assets	<u>172,158</u>
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Total net assets	<u>172,158</u>
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Total liabilities and net assets	<u><u>258,941</u></u>
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**RESOLVE: The National Infertility Association**  
**Consolidated Statement of Activities**  
**For the Year Ended December 31, 2011**

<b>Revenue and support</b>	
Grants	563,713
Sponsorships	285,073
Meetings and event revenue	220,597
Contributions	204,382
Membership fees	95,686
Publications and advertising	100,000
Advocacy	61,825
Contributions from Chapters	500
Miscellaneous revenue	10,240
Total revenue and support	<u>1,542,016</u>
<b>Expenses</b>	
Program services	1,158,836
General and administrative	128,780
Fundraising	<u>234,010</u>
Total expenses	<u>1,521,626</u>
<b>Change in Net Assets</b>	20,390
<b>Net Assets, beginning of year</b>	<u>151,768</u>
<b>Net Assets, end of year</b>	<u><u>172,158</u></u>

**RESOLVE: The National Infertility Association (RESOLVE)**

**Mailing Address:**  
**1760 Old Meadow Road, Suite 500**  
**McLean, VA 22102**

**Telephone: 703.556.7172**  
**Web address: [www.resolve.org](http://www.resolve.org)**