

FRIENDS OF OSTOMATES WORLDWIDE-USA (FOW-USA)
Part #2 HISTORY Update from 2009 – 2022
Ann Favreau

FOW-USA has had success in its mission of providing ostomy supplies and educational resources at no cost to ostomates in need around the world due to the dedication of its leaders, board members, industry collaborators, and product and financial donors.

The organization was founded in the 1980's and we didn't start keeping shipping statistics immediately. The history of our "early years" can be found in Part #1. We began keeping shipping records in 1986 and our cumulative shipments grew from 8,510 pounds in 2009 to 471,000 in 2022 and as of now we have sent ostomy supplies to 99 countries. Our newsletter, published twice a year, is mailed and emailed to our growing database. The website www.fowusa.org provides information about our organization, educational resources, and how to donate products and money. Financial stability has been obtained through donations, grants, fundraisers, and bequests. Technology has allowed us to expand our reach through email, eblasts, virtual meetings, Facebook, and Instagram. Exhibits at national and regional conferences helped us reach new donors and explain our mission. Collaborating with the International Ostomy Association, United Ostomy Associations of America and its affiliated support groups, Wound Ostomy Continence Nurse Association, the Phoenix magazine, and ConvaTec, Coloplast, and Hollister, our industry partners, has enhanced our ability to achieve our goals.

These are the highlights of the years 2009-2022.

2009

- Ival Secrest was the President.
- A \$5,000 grant was received from the International Foundation.
- Ruth Salinger attended the North & Central America & Caribbean Ostomy Association (NCCOA) conference in Colima, Mexico February 4-7. She gave information about FOW-USA, distributed Spanish/English descriptions of our work, and engaged with local, regional, and international representatives.
- FOW-USA sponsored memberships for 18 recipients of the World Council of Enterostomal Therapists (WCET). These women provided stoma care for people in the Caribbean, South America, Africa, Eastern Europe, and South and South East Asia.
- FOW-USA presented a program at the UOAA Annual Conference in August.

2010

- Ival Secrest remained as the President.
- ConvaTec provided a \$2,500 grant for operational support.
- Hollister provided a \$500 grant and continued to supply cartons to the warehouse for shipping.
- Shipping expenses rose due to demands from the Haiti earthquake, cost per pound increases, and issues with transportation by sea, train, truck, or air.

- IOA {International Ostomy Association} Today August newsletter featured an article from the address made by Dr. Harikesh Buch, IOA President, at the WOCN/WCET meeting in Phoenix, AZ, regarding collaborative efforts with FOW-USA.
- Ruth Salinger attended the 13th Annual Congress of IOA in Frankfurt, Germany November 18-21.

2011

- Ival Secrest continued his term as President.
- This year was the 25th anniversary of FOW-USA.
- The website was modified to accept financial contributions. Electronic copies of the newsletter were first made available.
- The Annual Meeting was held at the UOAA Conference

2012

- Jan Colwell succeeded Ival Secrest as President.
- The warehouse was moved to Louisville, Kentucky.
- Quality board conference calls started.
- On October 6, FOW-USA participated in World Ostomy Day.
- Coloplast assisted the organization in redesigning the tri-fold brochure at no cost.

2013

- Jan Colwell continued her term as President.
- Ival Secrest and Ruth Salinger represented FOW-USA at the IOA meeting in Cordoba, Argentina.
- The first fundraiser brought in \$5,000.
- Shipments were sent to countries undergoing the challenges of war, health crises, and natural disasters.
- Solicited newsletter ads to help fund the newsletter.
- Database developed with a new company.
- Social Media was initiated with Facebook and Twitter.
- *Friends of Ostomates Worldwide-USA Contributing to Success in Living With A Stoma* was published in the Fall 2013 issue of *Ostomy Wound Management Nursing Journal*.

2014

- Jan Colwell began another term as President.
- The website was revised.
- A new PowerPoint presentation of our mission was added in English and Spanish.
- A fundraiser brought in \$10,000.
- We supported the World Council of Enterostomal Nurses with an educational grant.
- An ad was placed in the Phoenix magazine.

2015

- Ann Favreau was elected President.
- An educational grant was awarded to Lions for Stoma Care to provide education to nurses in Guatemala. Jan Colwell sent 6 copies of the book she coauthored *Ostomy Management Care Curriculum*.
- Behr Design was selected to manage the website.
- A rolling ad for FOW-USA was added to the front page of the UOAA website www.ostomy.org.
- An estate bequest was received.

2016

- Ann Favreau continued her term as President.
- The Bylaws and Policies and Procedures were updated.
- 4 Associates were added to the board.
- Bequests and grants equaled \$15,000.
- An investment strategy was implemented.
- The educational grant to Lions for Stoma Care enabled them to bring 13 doctors from Latin America to Modena, Italy to train as trainers in stoma care.

2017

- Ann Favreau was elected to serve another term as President
- Board member Wendy Kunz led the board in Strategic Planning at the annual meeting.
- Additions to the website included Resources, an update on information on ostomy management, and a Tool Kit for Pouch Collection activities.
- An icon, SpokesPouch, was added to the website home page highlighting the latest events and a list of countries that received supplies the previous month.
- A Shipment Sponsorship Program was initiated. WOCN Society Regions and UOAA Affiliated Support Groups who participated were acknowledged on SpokesPouch.
- The *Phoenix* magazine published *Man and His Mission*, the story of FOW-USA's collaboration with Lions for Stoma Care's creator Dr. Carlo Pezcoller.
- FOW-USA was featured as the cover story in the Hollister Secure Start Newsletter June 2016 issue.
- An information sheet was produced to insert in supply shipments.
- A marketing grant of \$5,000 was received from Coloplast.
- A bequest of \$10,000 and a donation of \$5,000 from ConvaTec, boosted our assets.
- Heat and AC were installed at the warehouse.

2018

- Ann Favreau continued her term as President.
- The Bylaws were amended to add Associate Members.
- Bloomerang was selected as the new database.

- A grant to Lions for Stoma Care helped to educate doctors and nurses in Zimbabwe.

2019

- Cindy Barefield was elected President.
- The logo was updated.
- Coloplast reprinted brochures and tabletop displays with the new logo without charge.
- The Strategic Planning theme was Grow FOW-USA. Processes were streamlined and improved.
- Covid Pandemic impacted our ability to ship. Solutions were challenging.

2020

- Cindy Barefield continued her term as President.
- A Warehouse Manual was developed.
- Hollister donated pediatric supplies.
- ConvaTec provided a \$5,000 grant
- Instagram was added to our social media outreach.
- A grant to Lions for Stoma Care helped provide a Spanish Manual to support the development of stoma care in Latin America.

2021

- Cindy Barefield was elected to a new term.
- Virtual meetings replaced conference calls and in-person meetings.
- A Speakers Bureau was initiated to provide information through virtual meetings to UOAA affiliated support groups.
- Policies and Procedures were reviewed and many were updated.
- A prepaid shipping pilot program was investigated.
- An Education Committee was added.
- Website additions included the *UOAA Nutrition Guide* and their *New Ostomy Patient Guide*.
- The purchase of an ad in the Phoenix magazine 4 times a year was approved.

2022

- Cindy Barefield continued her term as President.
- Website additions included being able to make financial donations through credit cards.
- The newsletter featured an article to gather email addresses to reduce newsletter mailing costs.