

Seeing, being and finding a healthy community.



Salem Hospital
Foundation

be community

At the Salem Hospital Foundation, our goal is to improve the health and wellness of our community. Which means better access to health information, education and training. It means access to new equipment, new resources and new ideas. It also means ongoing support from our community. Thanks to your financial support, our vision for a healthy community continues to get a little clearer every day. Partner. Neighbor. Friend.



Kelly Yunker, Chair
Foundation
Board of Directors

In an era when many Americans feel like we've got less "say" than we'd like, along comes Facebook, Twitter, blogs, instant polling and online voting. Instant democracy: a mega-bank dropped its plans to raise fees when millions of people moved their money to local institutions, virtually overnight. And a breast cancer research foundation reversed its plan to cut off funding to one specific organization after a massive online outcry that, within hours, went "viral."

Instant communication is putting consumers back in the driver's seat — with big corporations and with national governments. But, as the owner of a small, local business, I've seen first-hand the power of customer's choice the old fashioned way.

When the weather played havoc with our sales early in 2011, for example, we had to change course quickly. With one eye on our sales goals (and with employee incentives in play), we looked also to customers for clues, then customized our sales programs and promotions to match customers' changing needs. This "tactical plan" allowed us to make up for sales lost in the spring, and we ended up exceeding our goals for the year.

As the board of directors for the Salem Hospital Foundation, a not-for-profit organization, we came to the conclusion that using those same tools can help us reach our goals as well. The foundation has long valued our donors' ability to personalize their contributions and

direct donations according to their passions. Whether you contribute \$25 or \$2,500, the foundation's "restricted" funds allow you to support programs like providing medication for cancer patients in need, sponsoring a student nurse's scholarship, helping purchase new surgical equipment for the heart and vascular institute, or any other number of choices. Now that's putting your money where your heart is.

Many of our supporters, however, want us to decide how best to use those precious dollars. And that's a smart thing, too, because the hospital's infrastructure — its bones and its brain — depend on some flexibility. Donors often want their dollars spent where the healthcare needs are the greatest. These investments allow us to stay competitive with other hospitals, which means we can provide healthcare that is second to none, right here in our community.

So whether you choose to give where the need is greatest, or put your money where your heart is, we're committed to making sure your wishes are carried out.

In either case, your tax-deductible donations have amazing powers to create health — in the lives of our patients, throughout our community.

Thank you for your support.



“Every child needs to be healthy to thrive and learn.”

Last year, the Children's Nutcracker performances resulted in a \$13,000 donation to the foundation.

teach community

“I can TOTALLY do this!” said Annie Joslin in 2004, fresh out of college and poised to purchase the American Ballet Academy business here in Salem.

Her parents were probably accustomed to hearing her say that. Growing up in Salem, Annie started ballet lessons at age five, and danced and studied her way into a competitive dance scholarship at Texas Christian University. She graduated Summa Cum Laude with a double major in ballet and business management.

After graduating from college, Annie was in Salem when she learned of an opportunity to purchase the dance studio she'd grown up in. It was “a chance of a lifetime,” Annie said. Her longtime instructor had passed away, and in the interim, enrollment had dropped; the studio only had 35 students when Annie took over.

As the owner of American Ballet Academy, her goal is to help each student reach their personal potential, while also having a positive experience along the way. Another goal, which she learned from her parents, is to be a visible, productive member of the community.

One way to do that was staging a holiday performance of the Nutcracker at Chemeketa Community College, and dedicating the profits (\$2,800) to Salem Hospital's pediatric department. “My mother sewed many of the costumes and my father (Salem physician Donald Orwick) was a large part of the stage crew,” she said.

“I love children,” Annie continued, when asked about her decision to make the hospital foundation her charity of

choice. “Every child needs to be healthy, to thrive and learn. And the Salem Hospital Foundation is already doing so much, that I wanted to keep my donations at work locally.”

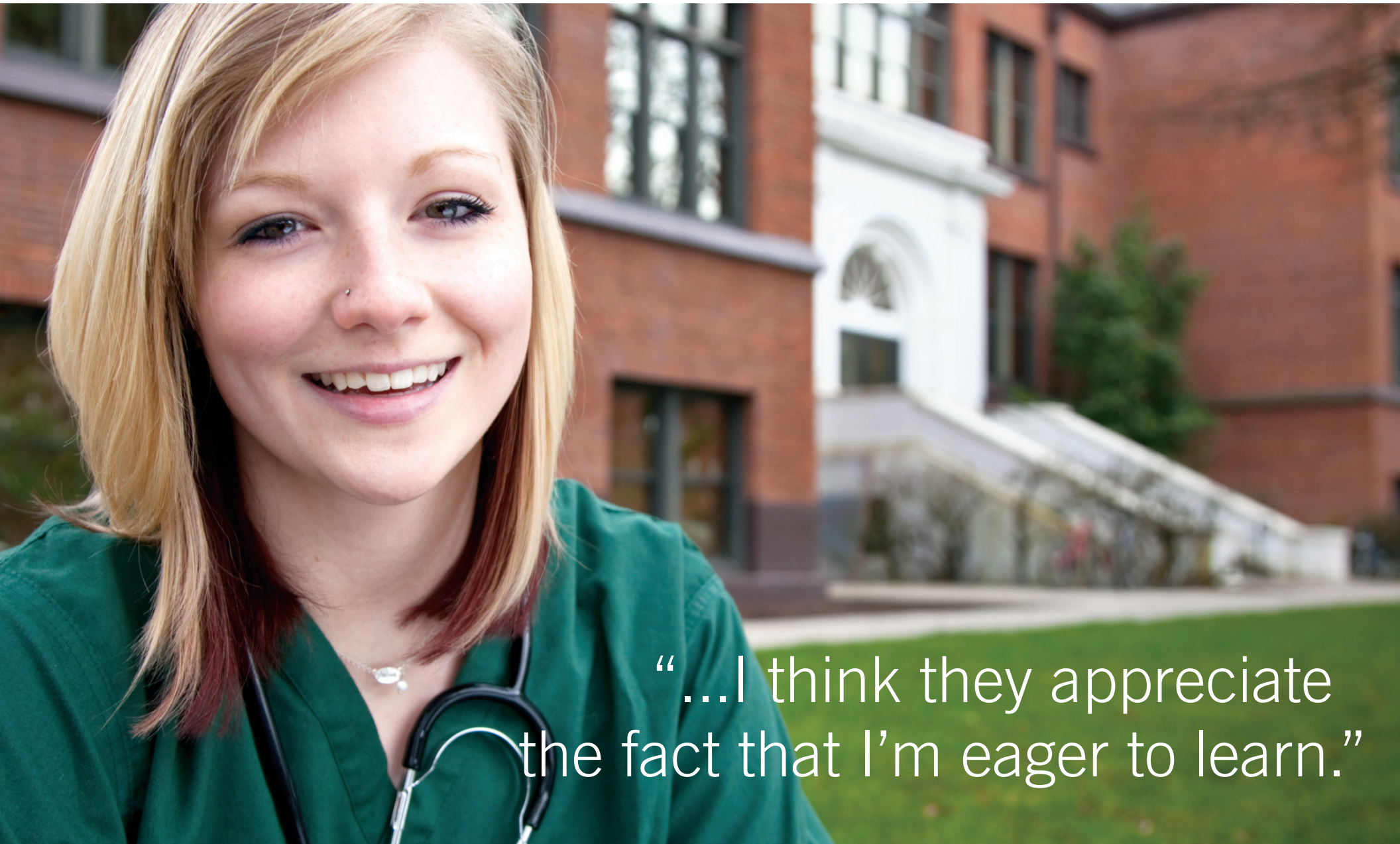
Last year, nearly all 250 of her students performed in the holiday presentations of The Children's Nutcracker (which moved to the Elsinore Theatre in 2008, as it had outgrown Chemeketa's auditorium), and American Ballet Academy donated \$13,000 to the hospital's pediatric department.

Since the first Nutcracker performance in 2004, Annie has given \$67,000 to the Salem Hospital Foundation.

Some of the ways Annie and her students have helped children in our community with their gifts to the hospital foundation include providing funding for emergency resuscitation equipment, digital thermometers, and cuddly stuffed animals offering reassurance to anxious kids at the hospital.

“We started really, really small ... Chemeketa practically donated the space to us,” Annie said. “I am so amazed at how far we've come from that first show in 2004,” she continued. “I'd always hoped The Children's Nutcracker would turn into a big community event, but never thought we would bring in over 2,000 people each holiday season to see our productions, and would be able to donate five times as much money to the hospital last year as when we started.”

Since the first performance in 2004, Annie has given \$67,000 to the foundation.



“...I think they appreciate the fact that I’m eager to learn.”

In 2011, 91 students received foundation scholarships totaling \$158,424.

find community

Since the scholarship program began over 40 years ago, the Salem Hospital Foundation has awarded over \$1.8 million to students from our community pursuing healthcare careers.

Ketchikan in southeast Alaska, is known for its salmon fishery, its forest of carved totem poles and the 14 feet of rain it gets annually. It’s a small, densely populated fishing town with a robust arts community, and summers filled with touring cruise ships.

In that world, where airplanes and boats are the primary means of transportation, Kimberly Flora became interested in emergency response air evacuation of sick or injured people. A local physician planted the idea that she might want to consider flight nursing as a career, and years later, she is still on that path.

Kimberly was awarded the Sigg scholarship from the Salem Hospital Foundation based on her attitude, her drive and her financial need. “The \$1,800 I received this year makes my ultimate goal of graduating from nursing school more attainable,” she said. “I appreciate that I won’t have to stress out as much about debt.”

As part of a three-year Bachelor of Nursing program through OHSU, Kimberly attends classes at Western Oregon University, and also works as a technician on the hospital’s cardiovascular care unit.

“The staff leans toward teaching, and I so appreciate them for that,” Kimberly said. “And I think they appreciate the fact that I’m eager to learn.”

Being eager is just one trait that makes Kimberly stand out. Another is her compassion. As a college freshman, she worked at an orphanage in Vietnam as part of a service-learning trip.

“Not being able to communicate verbally with the children was difficult,” Kimberly said. “One highlight for me was giving a little boy my camera to play with, and watching his face light up because I was paying attention to him; we connected without language.”

While school and work keeps her on the go, Kimberly found time to start a mentor program at Western to assist incoming nurses. An honors student in high school and college, she is a straight A student, and also is an active member of the Monmouth Student Nurses Association.

Kimberly knows she wants to work at Salem Hospital after graduating from college next year, but then she’d like to work as a flight nurse somewhere in the Northwest.

“While a physician is on board at the same time, the flight nurses are heavily relied upon for recommendations, and for initiating treatment,” she said. “These are often life and death situations; this is the front line of medicine, and I’m drawn to those kind of positions.”

support community

When you first meet Michelle, you'd probably never guess that when she's not working at the hospital, she's playing pool or pondering home improvement projects.

Michelle began her career 19 years ago in the distribution department. She moved to the hospital's patient financial services, and has held various positions including file clerk, cashier, patient account representative and billing manager.

What made you decide to make your first gift to the Foundation over seven years ago?

I was looking for a way to make a difference. I checked into volunteer opportunities in the community, but found it would be challenging to add something new to the time commitments I already had. Between working, going to school, and just having a life, I found donating to the foundation was an easy way to make a difference without giving up the little free time I had.

What type of programs have you supported, and why?

I chose "Where the Need is Greatest," because I want my small contributions to be used where there was a gap in need. Working on the financial side of the hospital, I am intimately aware of the struggles patients can face with the financial aspect of their care.

I remember hearing from a patient how grateful she was that she received assistance from the foundation to buy gas to get to a medical appointment. The support was truly the difference between her receiving care or not. Hearing her express the impact that support had on her really drives home to me the valuable services the foundation provides.

What do you hope to accomplish with your gifts?

I hope to make a difference — whether it's for one individual, or many. I've seen the positive way the foundation has used my gifts, such as for the Community Health Education Center (CHEC), and I'm proud to have done my part. Personally, I've benefited by attending some great CHEC cooking classes. I have confidence that many more wonderful things will come thanks to the foundation.

Why do you feel it's important for hospital employees to financially support the foundation?

Employees should financially support the foundation because the foundation supports our hospital, which is more than just the place we work. It's also the place where our families come to receive care, and where we ourselves are taken care of. Because when we support the foundation, we are supporting not only our loved ones, but our entire community.

What message do you have for people considering making a gift to the foundation?

The foundation puts our donations to good use, and the benefits are seen throughout the hospital. From a patient being able to get to an appointment, to the Health Education Center, to equipment for cancer patients, the positive results are everywhere. And the process of donating is so easy. I use payroll deduction and PTO gifts, but there are a number of ways to show your support. Whatever works best for you, the foundation will go out of its way to meet your needs.



“I’ve seen the positive...
and I’m proud to have
done my part...”

Last year, hospital employees gave over \$182,000 to the foundation.

year in review

FINANCIAL INFORMATION

October 1, 2010 to September 30, 2011

Income Sources:

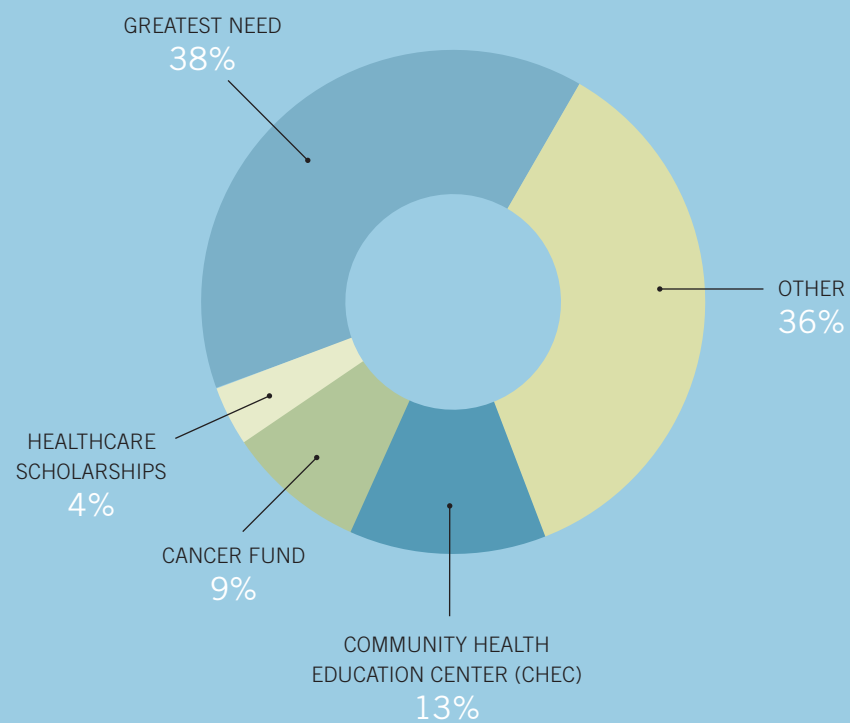
Contributions	\$ 922,801
Investment Income	547,584
TOTAL INCOME	\$1,470,385

Funds Awarded:

Hospital Equipment & Program Support	\$1,201,762
Scholarships	158,424
Staff, Patient & Community Education	86,574
Patient Assistance	87,360
TOTAL FUNDS AWARDED	\$1,534,120

How Donors Directed Their Gifts

Donors: 1,424



A color-coded system based on a child's size, helps emergency responders quickly choose the correct modules and medication dosages.

Helping Kids in Crisis

Usually when you hear about flying carpets, you're watching a Disney production. But the "flying carpets" funded by the Salem Hospital Foundation are just as magical to a child that's not breathing.

This color-coded resuscitation system has prefilled portable packs organized by procedure, and labeled for quick use by hospital staff depending on a child's size.

The Broselow System and cart includes a color-coded tape measure and reference at each color bar on the tape showing the equipment size needed to immediately perform emergency resuscitation on a child.

A reference at each weight/color zone on the tape measure also shows pre-calculated medication dosages stored in the color-coded drawers on the cart. The cart, as well as the "flying carpet," which includes seven color packs prefilled with twenty-eight appropriately sized modules, can easily be moved to any location in the hospital where there is a pediatric emergency.

The foundation granted \$10,000 from its Pediatric, OB and Infant ICU fund to purchase this system for the hospital.

1896 SOCIETY

In honor of the year Salem Hospital opened its doors to the community, the 1896 Society was created to recognize the commitment of individuals who have made planned gifts to the Salem Hospital Foundation, regardless of the amount.

Planned gifts can take many forms, including a bequest in a will, a life income gift (charitable gift annuity, charitable remainder trust), or some other arrangement.

If you have already made provisions that would qualify you to be a member of the 1896 Society, please call the foundation staff and let us know, so that we may properly thank you for your generosity and commitment to the health of our community.

MEMBERS:

<i>Anonymous</i>	<i>Dr. James K. Lium</i>
<i>Dr. E. John Dahlberg Jr.</i>	<i>Thena Palnick-Bamber</i>
<i>Mary Bailey Goodell</i>	<i>Drs. Selma & Bud Pierce</i>
<i>Gary & Sue Kaufman</i>	<i>Carl Visintainer, J.D.</i>

In 2011, the foundation received estate gifts from the following individuals. We are grateful these people chose to include the Salem Hospital Foundation in their estate plans.

<i>Clifford & Clara Daue</i>	<i>Ralph McCabe</i>
<i>Ruby Hamilton</i>	<i>George & Nona Osko</i>
<i>Hattie Kremen</i>	

year in review

New History Mural Unveiled at Hospital

Sometimes we take for granted how much times change. It may be a photograph, a relative's reminiscence, a scent of mildewed paper, or in today's world, a computer file, to remind us of what used to be.

In the case of healthcare, however, it's nearly impossible to ignore, much less forget, change.

Documenting that change is another matter.

This year, the hospital turns 116-years-old. And since the birthday isn't traditionally a "milestone," like say 100 or 125, it's a good time to record the hospital's history in a way it has never been documented.

In 1996, the Salem Hospital Foundation funded the "Century of Service" project, a 124-page book which chronicled the hospital's first 100 years, from humble beginnings to a vital health resource.

Also, display cases showing various hospital historical documents, photographs and equipment, were located outside the hospital's Wedel Auditorium.

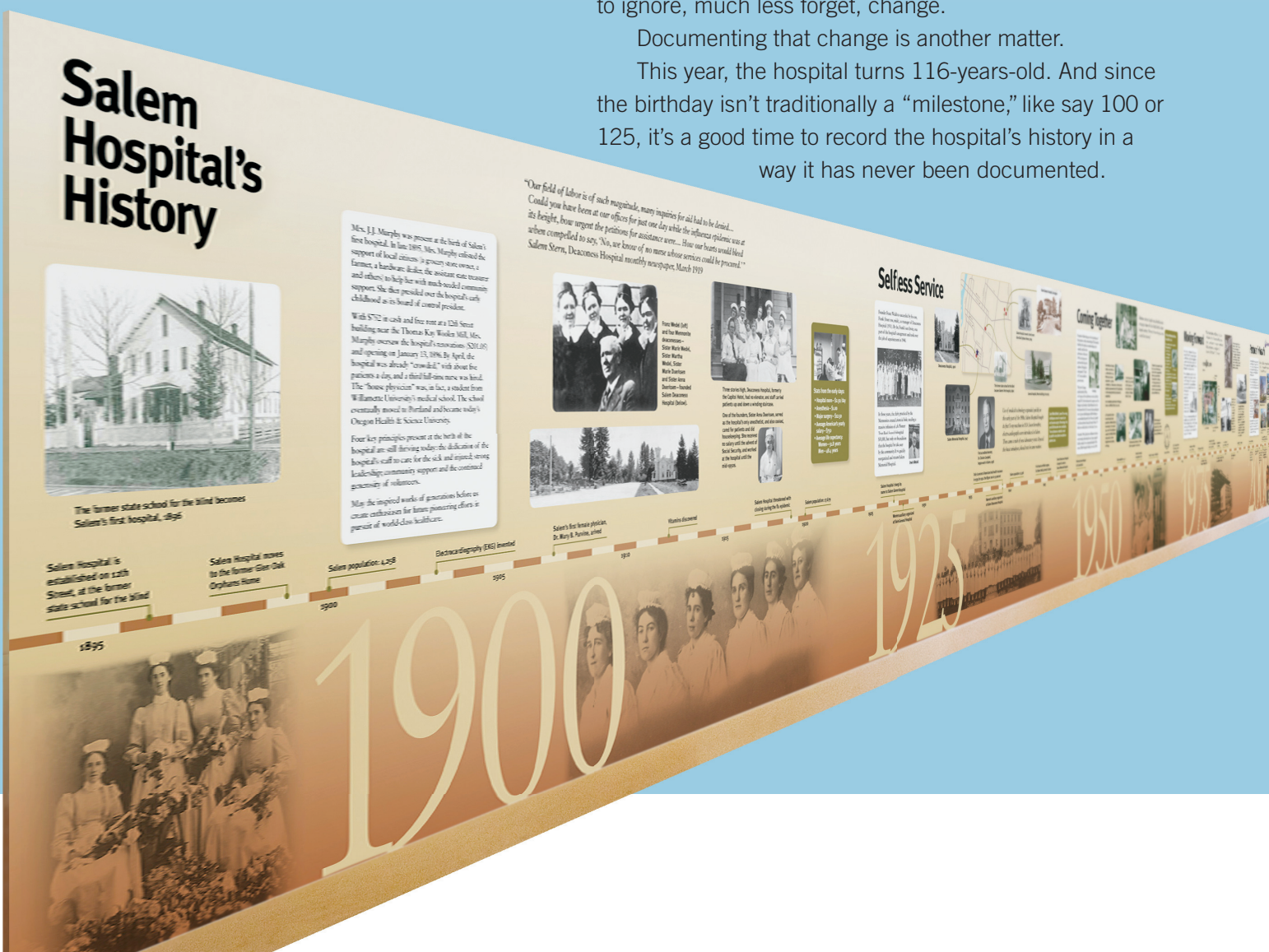
Fast forward to 2012. The hospital is still changing to meet the growing healthcare needs of our community. And once again, the foundation is providing funding to document those changes in the form of a 60-foot history mural.

"The foundation board has really stepped up over the years, dedicating resources for projects that record the hospital's history," said Martin Morris, Chief Development Officer and Vice President for Community Outreach.

"Our board members recognized the importance of not only the hospital's history, but also the history of healthcare in Salem, and want to play a role in preserving that."

After several months of researching, uncovering, and sifting through piles of material to select information that best captured the hospital's rich heritage, the mural was created.

"It was interesting to look through actual items from the 1930s and '40s, and learn about the hospital's history," said Paul Howard, MLIS, Ph.D., librarian at the hospital's Community Health Education Center, and a mural project coordinator. "I felt like I was stepping back in time, and looking at healthcare and the hospital with a whole new perspective."



MURAL FACTS

Time span: 1896 to 2014

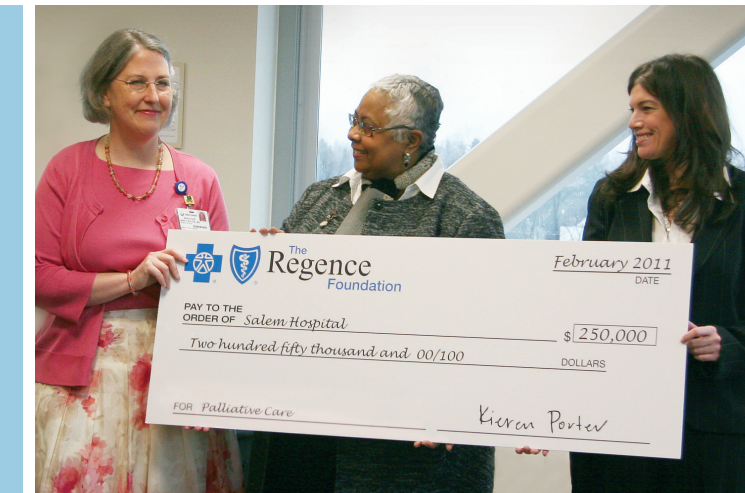
Length: 57 ft. 9 in.

Unveiling: April 4, 2012

Foundation support: \$25,000

Project coordinators:
Paul Howard, Martin Morris,
Sherri Partridge

Special thanks: Dr. Thomas Bailey,
Dr. Howard Baumann,
Stuart Compton, Dr. Donald Gaiser,
Les Green, John McMillan and
Ken Sherman Sr.



Dr. Nancy Boutin, far left, with members of The Regence Foundation.

Regence Grant Makes A Difference

When most people hear the term palliative care, they may not be sure what it means. But for patients who have serious conditions such as cancer, kidney failure or congestive heart failure, the palliative care team works to provide relief from persistent symptoms that come with having a serious illness.

The team, made up of doctors, nurses, social workers and other healthcare professionals, helps patients of all ages, in any stage of a disease, better understand their treatment options. The palliative care team focuses on relieving suffering, while providing the best possible quality of life for patients and their families.

In March of 2011, The Regence Foundation awarded a \$250,000 grant to Salem Hospital to expand its palliative care program to provide services to more patients.

The Regence Foundation is the corporate foundation of Regence, the largest health insurer in the Northwest/Intermountain region, and a nonprofit independent licensee of Blue Cross and Blue Shield.

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partner. neighbor. friend.



A part of Salem Health