

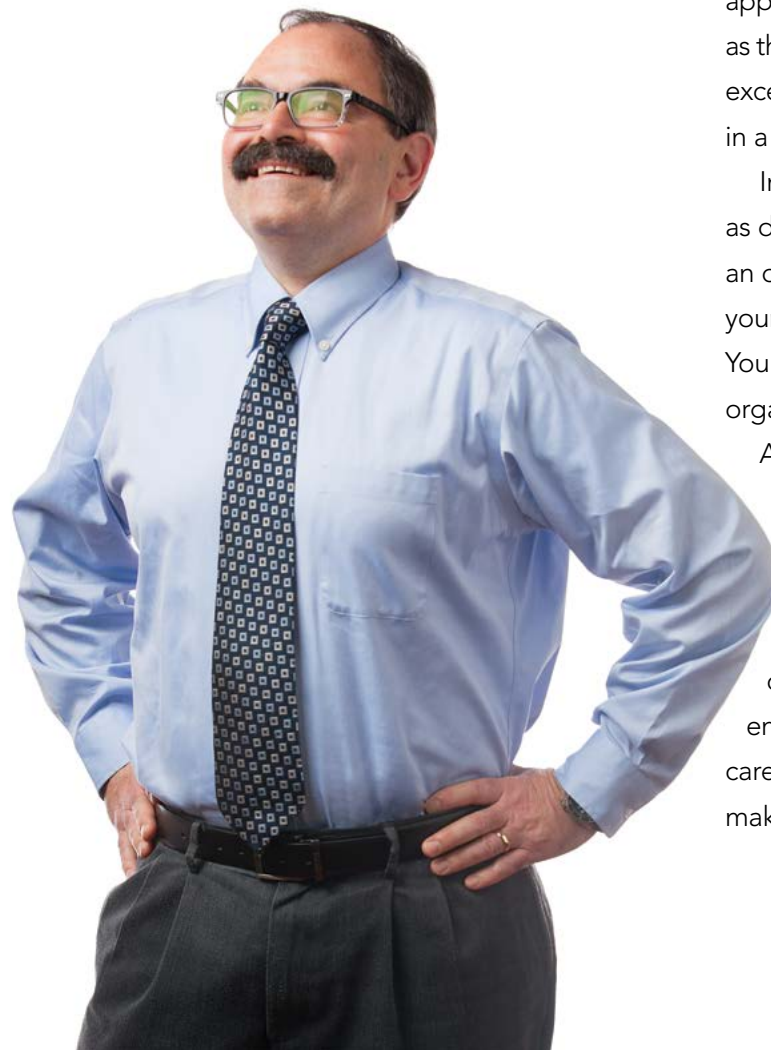


You matter.

Salem Hospital Foundation | 2014 Annual Report

You, me, us.

This report shares some events and people from the past year that have made us proud to be part of this community. Each of us are evidence that our vision for a healthy community is getting closer, and how health care and wellness matter to all of us.



From the Chair

As I contemplated accepting this position as chair of the Salem Hospital Foundation board last year, I wondered aloud how I could make a difference on a board filled with other competent professionals, such as lawyers, business leaders and accountants.

Of course, other physicians have led this board admirably in the past. But I know more about medicine than how a foundation thrives. As it happens, values that I learned as a boy — ones that were reinforced as a medical student and again as a new father — turn out to be as applicable to the goals of our foundation as they are for people. It's about wanting excellent health and striving to contribute in a genuine way toward that goal.

In that respect, your contributions as donors are likewise about giving to an organization that effectively honors your caring values in big and small ways. Your support helps create a healthy organization.

And in this report, you'll read about a few of the ways your gifts matter: through equipment purchased with Foundation funds for patient care, by scholarships given to dedicated students, and from employees who make Salem's health care exceptional. Your donations helped make these things possible.

When I was just five years old, my mother's health crisis got my attention at the receiving end of health care. Likewise when my son was born 11 weeks prematurely and spent the first three and a half months of his life in intensive care, I understood firsthand how crucial good care is. The care was not just from doctors, but also from a team of nurses, respiratory therapists, social workers, pharmacists, dieticians, physical therapists and so on. Every kind gesture became a sign of hope — a raft onto which our worried family could cling.

The Salem Hospital Foundation is a lifeline of support for the people in our growing city. And you, as a donor, are as vital to that team effort as the surgeon, the nurse or the therapist. Your dollars are the life blood of a message of hope and care.

Robert J. Ponec, MD

Robert Ponec, MD

Chair
Salem Hospital Foundation
Board of Directors

“The true gift is that my home community is rooting for me to succeed.”

A Soaring Scholar

Asthma was not only inconvenient, but frightening to Kyle Lenz, an otherwise typical eleven-year-old boy full of energy. Despite his early struggles, what he remembers most is how his parents and pediatrician handled the situation.

“They carefully explained things in terms I could understand as a kid,” said Kyle. “They helped reduce my fears, and made it easier for me to learn how to properly take care of myself and manage my asthma. That was so important to me.

“Today, they call it ‘patient-centered language,’ and its become an important element in providing quality health care.”

Flash-forward a few years, and Kyle graduated from West Salem High School with a 4.0, and a handful of accolades and achievements (including varsity team captain in both basketball and tennis).

Ready for the next level, the Salem-born whirlwind decided to attend Dartmouth College on the East Coast, an Ivy League school located in New Hampshire.

Facing this new, challenging academic environment with unabashed enthusiasm, Kyle found the time and energy to volunteer in his new community. At the local Ronald McDonald House, he started a summer camp for patients, and at Dartmouth,

Kyle’s return to Oregon was a combination of three things: family ties, acceptance into OHSU, and a self-professed passion for the Blazers.

he helped start a food drive. Joining an “improv” comedy group, *Dog Day Players*, Kyle learned to improve his decision-making and collaboration skills. And nearly every day, Kyle played basketball as a way to help reduce stress.

His combination of life experiences, values and career goals helped Kyle receive the Sewell Family scholarship through the Salem Hospital Foundation, which is helping with the cost of his first year of medical school at Oregon Health Sciences University (OHSU) in Portland.



can

“I wouldn’t be able to swing medical school without the Sewell Family scholarship,” he said. “Beyond the money, the true gift is that my home community is rooting for me to succeed,” he added. “The scholarship symbolizes support and encouragement...it motivates me to keep pushing on when I feel tired from the load at med school.”

After OHSU, Kyle wants to work in pediatrics at an Oregon hospital. His early experiences as a child with asthma, and recent work as an ER clinician, continue to influence his value system.

“My life experiences have taught me a lot about developing personal relationships with others, and the important role that can play in assisting with treatment,” he said.

And the fact he still plays basketball, and is continuing to improve his Spanish, are just a few more ways that may help Kyle become a great pediatrician.

Diane Branson, RN

So tell us a little about yourself?

I've been a nurse for almost 38 years, and have worked in a variety of settings including small, rural hospitals to large, regional medical centers; and from a family practice office to an urgent care center. I came to Salem Hospital in 2007 to work as a staff nurse in the Emergency Department (ED).

What made you decide to make a gift to the Salem Hospital Foundation?

My first donation was in 2008. While working in the ED, I saw first-hand the help donations to the Foundation made in meeting a variety of needs. The Foundation supports worthwhile programs including providing car seats for newborns, offering professional development opportunities for hospital employees and supporting the Community Health Education Center (CHEC).

What areas do you choose to support?

My donations are dedicated to two programs the Foundation supports — the Emergency Department Sexual Assault Nurse Examiner (SANE) program, and the Salem Cancer Institute. These areas hold a special place in my heart.

How did the Foundation help?

When I first started working in the ED, I learned about the SANE Program and its impact on the victim of assault. The specialized care of this patient has become my passion. Providing one-on-one care for the patient who has experienced such a trauma, helping them physically and emotionally is an honor. The Foundation provided funding for my training (and others in the ED), as well as paid for equipment (camera, dryer and cart) we needed for our program. Thanks to that initial support from the Foundation, our program has been able to provide compassionate, professional and exceptional care to over 100 patients each year.

You also give to the Cancer Institute.

Like many people, I have lost family and friends to cancer. And also, like many people, I am a cancer survivor. The work done by the staff at our Salem Cancer Institute touches not only the patient, but also their family and friends.

Why do you think it's important for employees to support the Foundation?

I encourage all hospital employees to learn about the Foundation, and about how their contributions can help our local community, and our hospital staff. The money we

"When I was asked to talk about my involvement with the Salem Hospital Foundation, my first thought was, 'Why me?'"

donate stays locally. The car seats for new parents, the handbooks for heart patients, the educational opportunities for both community and staff members, as well as the numerous offerings through the health education center do touch us — either personally or through someone we know.

What message do you have for anyone considering a gift to the Foundation?

You may be thinking, just as I did, that 'I'm just one person, and I can only give a small amount.' But together we CAN and DO make a difference. We matter.

A woman with short blonde hair, wearing a purple sweater, is smiling and looking upwards. She is holding up the word "me?" in large, bold, black letters. The word is positioned above her head, and she is holding the top of the letters with both hands. The background is plain white.

"I thought, I'm just a staff nurse. My donation is small compared to many others. Shouldn't they be talking to someone else? Then it came to me — this is another opportunity where I can help."

Mended Hearts



When two people share the same experience, they instantly have a common bond. That bond can be as simple as speaking another language, or as complicated as having a major health issue such as a heart condition.

In the 1950s, Harvard educated heart surgeon Dwight Harken, MD, founded an organization called Mended Hearts. Dr. Harken thought it would be helpful if heart patients could meet and talk about their experiences, how they are feeling, and generally offer support to one another. His patients spoke of their hope for the future with their "mended hearts." And just like that, an organization was formed, a charter was written, and the group planned their membership contacts with the help of hospital staff.

Sixty plus years later, the Mended Hearts program has 300 chapters all over the United States, including one at Salem Hospital. The Salem chapter

began thanks to funding provided by the Salem Hospital Foundation.

"This program offers such encouragement to heart patients, and I'm so grateful for the Foundation's support," said Julie Altree, RN, assistant nurse manager in the hospital's cardiac rehabilitation unit, and one of the leaders of the Mended Hearts group.

Mended Hearts volunteers offer peer-to-peer support to patients, family and caregivers in a number of ways, including seeing patients that are recovering in the hospital who would like a visit from a volunteer; calling patients who would like to talk over the phone; or attending a support group.

The support group meets on the first Monday of each month in the hospital's Community Health Education Center Gerlinger support group room. For more information about the program, please call the hospital's Health Education Center at 503-814-2432.

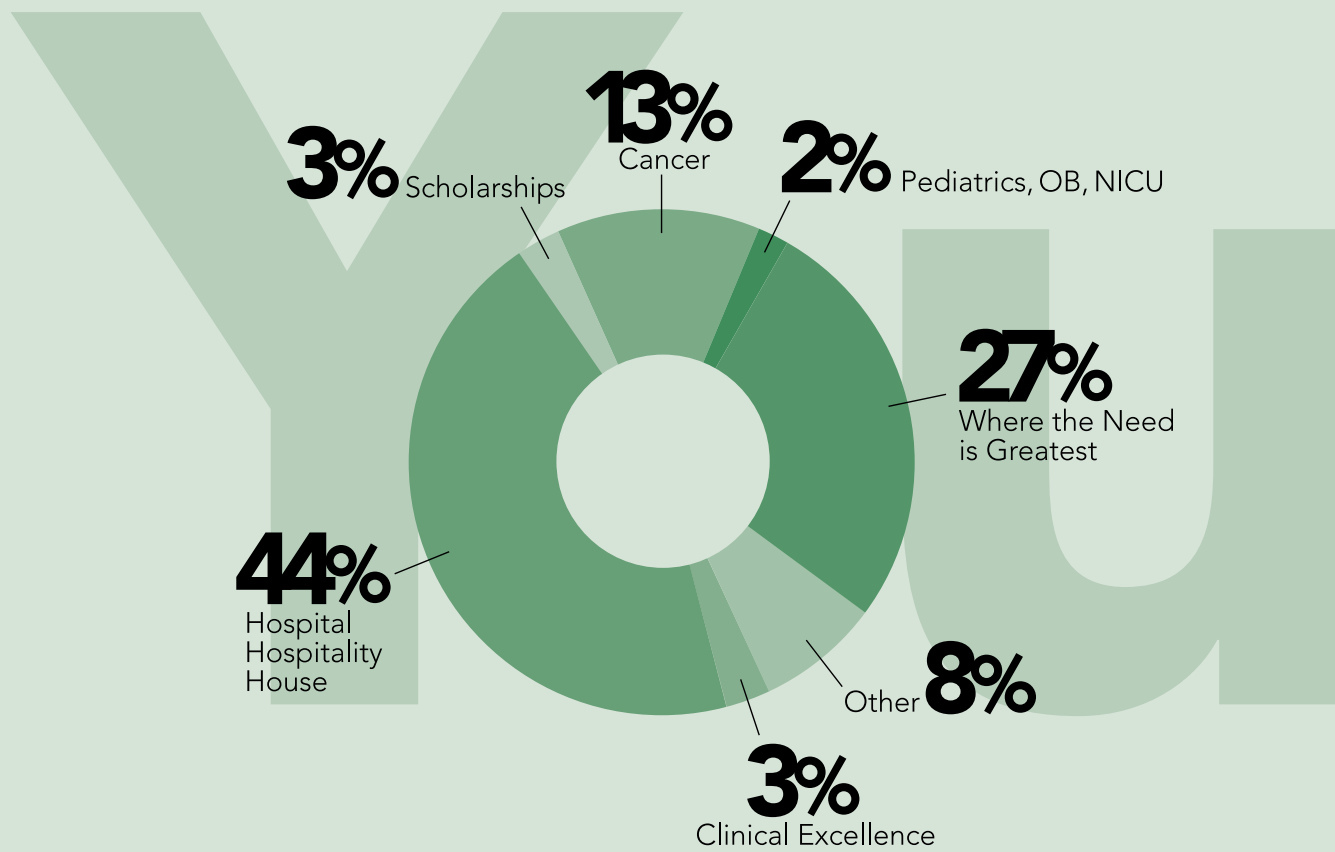
1896 Society

To honor the year Salem Hospital opened its doors, the 1896 Society was created to recognize individuals who have made planned gifts to the 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 made provisions that would qualify you as a member of the 1896 Society, please let us know so that we may properly thank you for your generosity and commitment to the health of our community. For more information about estate planning, go to salemhealth.giftlegacy.com or call the Foundation office at 503-561-5576.

Financial Review

October 1 to September 30	2013-14	2012-13
Income		
Contributions	\$991,973	\$564,668
Investment Income	401,835	146,436
Total Income	\$1,393,808	\$711,104
Funds Awarded		
Hospital Equipment & Program Support	\$588,756	\$942,829
Scholarships	181,598	155,932
Patient Assistance	127,689	119,633
Community, Patient and Staff Education	91,021	99,170
Total Funds Awarded	\$989,064	\$1,317,574

How Donors Directed Their Gifts



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\$100,000 & Above

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\$50,000 – \$99,999

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\$25,000 – \$49,999

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