

# Giving Matters



*Support  
stays local  
because you  
come first.*



**Salem Hospital Foundation**

**2015 Annual Report**

# Giving matters to our local *community*



Everywhere I turn, I'm encouraged to "shop local." I wholeheartedly agree! It makes perfect sense to invest in the community where we live, because that money helps people we know.

Our Foundation has been following that advice since it began in 1968 by granting a \$500 scholarship to a young woman pursuing a nursing career. In the past five years, the Foundation provided more than \$6.5 million to support local hospital programs and services.

Whether I'm working in my clinic, serving as chair of the Salem Hospital Foundation, or just enjoying the community I love, I run into people we're helping.

In this annual report, we're proud to share just a few examples of how your gift mattered in 2015:

- You're helping us build a therapy and community play area where children of all ages and abilities can play.
- You're encouraging scholarship winners like Rebecca Elmer pursue a dream to help cancer patients.
- You're honoring Salem Health employees like Stacy Holsapple, who has a passion to support her local hospital.
- And, you bought much-needed equipment for Salem Hospital that allows us to focus on the best possible care for our patients.

Thank you for being part of our story.

You may have read in the news that Salem Health finalized an affiliation with Oregon Health & Science University in 2015. Simply put, we are building on the strengths of both organizations to create a health system that has the size, resources, connections and expertise to care for patients beyond what we could each do separately.

While we are creating a single health system with OHSU, I want to assure you that gifts to the Salem Hospital Foundation will continue to be used in our local community to fund important programs and provide needed services.

I want to sincerely thank you for your continued support. The gifts you give are vital to our local community.



Robert Ponec, MD  
Chair  
Salem Hospital Foundation  
Board of Directors

Giving  
matters to  
our *future*



# Since the scholarship program began 47 years ago, the Salem Hospital Foundation has awarded more than \$2.5 million to students from our community pursuing health care careers.

## **Scholarship fuels dream**

Thanks to a Salem Hospital Foundation scholarship, Rebecca is a sophomore at Seattle Pacific University pursuing her dream to return to Salem as an oncology nurse. “Shows exceptional promise” is how her college advisor described her on the scholarship application.

“This scholarship gives me more freedom to arrange my work schedule so I can accomplish everything *and* have time for homework,” Rebecca said. “On a deeper level, being helped by the Foundation affirms my desire to work as an oncology nurse. This support makes me feel my dream is attainable, not just idealistic!”

## **How long has she wanted to help others?**

“Since forever ago,” she laughed. But her dream to enter nursing began with her grandfather’s cancer diagnosis—and losing a dear friend to cancer in high school. “It’s not just the science, I want to fuse health care with compassion,” she added. “I love people’s stories, I want them to feel okay to have problems.”

As a teen, she combined her love of horses with helping special needs children at Love Reins Ranch in west Salem as program director and riding coach.

“The connection these kids get while riding is amazing,” she said. “We’ve seen children with autism start to speak while riding, or even just make eye contact for the very first time. These breakthroughs bring us all to tears at the barn!”

## **Providing a safe place**

Rebecca loves providing a safe place for people—whether it’s on the back of a horse or just talking with a troubled friend.

And hopefully, some day that place will be at the bedside of a cancer patient at Salem Hospital.

# Giving matters to our *employees*



Stacy Holsapple started working at the hospital as a “Kelly Temp” 17 years ago—and the rest, as they say, is history. She’s worked with many departments over the years and is currently the patient experience analyst on the Service Excellence team. She loves data, “but for me, it’s not about the numbers,” she said. “It’s about caring for patients. Numbers are just a tool.”

Stacy has earned the Role Model for Excellence, Leader in Practice and Teaching Star Awards and was a 2012 winner of the Salem Health Service Excellence Award. If you talk to those who work with Stacy, the word “indispensable” is often used to describe her.

### **What made you decide to make your first gift to the Foundation?**

I have been donating for more than 10 years, and I can’t say that I really recall any one specific moment that led to my decision. When I was growing up, my mom was a volunteer and auxiliary member here, and I had the experience of visiting several family members who were patients. I’ve always known how important the Foundation is to the organization and the community, so when I was at a point that I could contribute, I did.

### **What type of programs do you support and why?**

My grandfather passed away from cancer when I was in high school. That was a significant event for me, so I initially directed my support to the cancer fund. Then in 2007, I moved my support to the development of the Community Health Education Center.

Now I give to where the need is greatest. There are so many needs, some of which are more well-known and better supported financially than others. I trust the Foundation to know how to best utilize what I am able to give and know that it will have an impact however it is put to use.

### **What do you hope to accomplish with your gifts?**

For me, it’s not about “hope.” I *know* my gifts make a difference. Maybe my support provides a child safety seat or a blood pressure cuff that will help one specific patient, or maybe it’s providing support for research or scholarships that will impact future patients. It all makes a difference. And it’s a difference that I am incapable of achieving all on my own.

### **Why do you feel it’s important for hospital employees to financially support the Foundation?**

We choose to work at Salem Health because we care about the health of our community and want to make a difference. But it can be overwhelming to see the various needs and think that you can’t really do anything. The Foundation is a great resource that takes whatever amount we are able to give—no matter how large or small—and puts it together into a dynamic resource for Salem Health and for the community.

### **What message do you have for people considering making a gift to the Foundation?**

Check out the Foundation for yourself. Look into how the contributions are utilized, ask questions and decide if how they make a difference is the right fit for you. It’s the right choice for me.



# *Therapy and community play area: Bring it to life!*

## **“Let’s go play!”**

This simple phrase brings joy to so many. But for children and adults with special needs, play areas can be lonely places.

Since there isn’t an outdoor play area in Salem designed for people with special needs, the Foundation is raising funds to create a therapy and community play area where everyone belongs.

The new Salem Health therapy and community play area is planned to open in the summer of 2016 on the corner of Church and Mission streets next





to Salem Health's new Rehabilitation Center, which opened in February.

We're grateful for our many donors who have sponsored individual pieces of therapy equipment in the play area and those who provided general financial support. But there's more to be done.

We need your help to bring this project to life. You can learn more or make a gift in support of the play area by going to: [salemhealth.org/tcpa](https://salemhealth.org/tcpa), using the gift envelope in this publication, or calling the Foundation staff at 503-561-5576.



## ALYSSA MALCHOW BREAST CANCER FUND

The Oregon coast was Alyssa’s favorite place, so when her family gathered there after she passed away from breast cancer, they lovingly wrote her name in the sand.

She was just 28, with two young sons.

To honor her memory—and help other young women—the family chose the Salem Hospital Foundation to establish the Alyssa Malchow Breast Cancer Fund. The forces behind it are Jenny Fraser, Alyssa’s mother, plus Kelly and Ryan Stevenson (Ryan is her cousin, Kelly a lifelong friend).



Their popular “Bunco For A Cause” at Orchard Heights Winery has raised \$44,246 since Alyssa’s death in 2008.

Each year, Bunco lovers gather to play, enjoy amazing food and win fantastic door prizes donated by local businesses.

“The support is overwhelming, we’ve grown each year,” Jenny said, noting the generosity blesses her beyond measure. “It’s a family affair,” she said. “We can’t do it without Alyssa’s dad and his wife, Mike and Jeanne Stevenson, plus Amy Musgrove, Jeff Curry, LouAnn Whaley and her sister Lavonne.”

The Foundation dedicates the money raised to education and awareness programs targeted at women under 40. For example, Bands Bash Cancer brought several local bands to Willamette University in 2014 to raise awareness in college-aged students. They’ve also held community health forums, hosted speakers and offered free breast health clinics.

What’s especially inspiring to the Salem Hospital Foundation is how just one family can make such a huge difference.

# Financial Review

October 1 to September 30, 2014-15

## Income

Contributions	\$1,145,913
Investment Income	\$472,913

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**Total Income**                    **\$1,618,826**

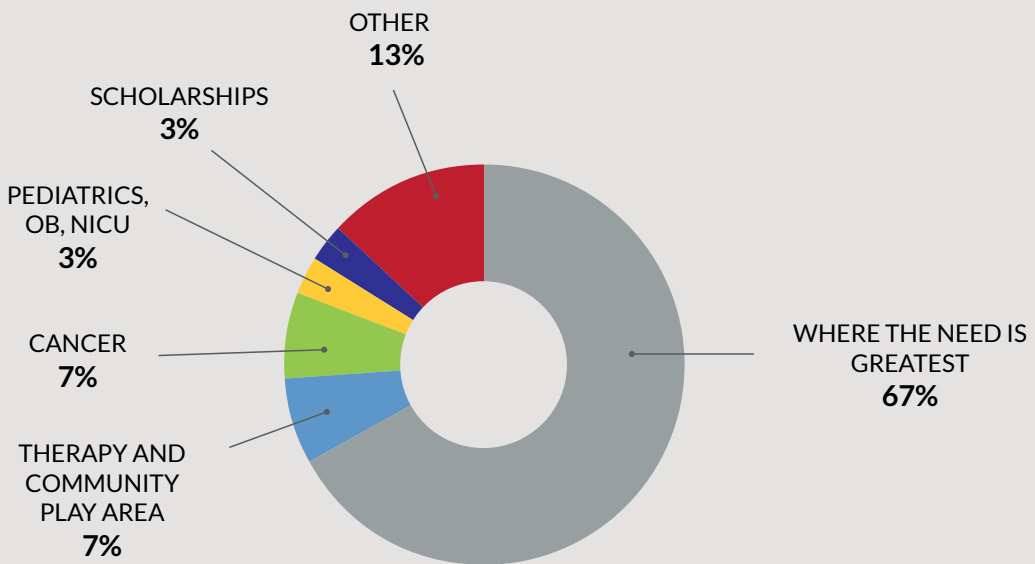
## Funds awarded

Hospital Equipment & Program Support	\$607,917
Scholarships	\$168,351
Patient Assistance	\$100,346
Staff, Patient and Community Education	\$76,870

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**Total Funds Awarded**            **\$953,484**

## How donors directed their gifts



# 1896 Society

To honor the year the hospital in Salem opened its doors, the 1896 Society was created to recognize individuals who 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](http://salemhealth.giftlegacy.com) or call the Foundation at 503-561-5576.

In 2015, the Foundation received estate gifts from the following individuals. We are grateful these people chose to include the Foundation in their estate plans.

Ruth Allison

Wesley and Rosemary Gladow

Deborah Erickson

Hattie Kremen

# 2015 Donors

## **President's Society**

### **\$100,000 & Above**

Anonymous

### **\$50,000 - \$99,999**

Larry & Jeanette Epping  
Family Fund

### **\$25,000 - \$49,999**

Deborah Erickson Estate  
The Linda L. Vladyka  
Breast Wellness  
Foundation  
Drs. Bud & Selma Pierce

### **\$10,000 - \$24,999**

Alliant Systems  
Ruth Allison Estate  
Atrio Health Plans  
Lori & Robert J. Ponec, MD  
Salem Gastroenterology  
Consultants, P.C.  
Salem Keizer Transit  
Jerry & Cheryl Wolfe

### **\$5,000 - \$9,999**

The Brandaw Family  
Foundation  
Epic Systems Corporation  
Friends of Alyssa Malchow  
William Hansen & Betty  
McDonald  
Kay Knott  
Hattie B. Kremen Estate  
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Linda Cunningham  
Bette & David Stewart  
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Dr. & Mrs. Thomas Winkler

## **Lampport Society**

### **\$1,000 - \$4,999**

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Karen Hartman  
Dana Hawkes  
Jarrett Heffner  
Sharon Heuer  
Laurie & Randall Hickman  
Hitchman Foundation  
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Denise Hoover &  
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John Martin  
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Kristen & Rick Myers  
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Gayle Rodriguez  
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Beverly & Jimmie Smith  
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## **Morse Society**

### **\$500 - \$999**

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Jennifer Atkinson  
Clennin & Kathleen Baker  
Nancy Baldwin

David Barlow & Shannan  
Murphy-Barlow  
Rachel Barnes  
Kim Barton  
Kelly Blanco  
Kimberly Boethin  
Melissa Bradley  
Amy Brase  
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Ellen & Rick Hampton

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Liz Harrah  
Debra & Andy Harris  
Tracy Hickson  
Sarah & Casey Horn  
Charles & Jo Howard  
Vernon Humphreys  
Irina Hyde  
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Mannington/Amtico  
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Marcia Wilson  
Jennifer Winslow  
Rachel Wixson  
Rhonda Wood  
Henry & Alyce Yoshikai  
Caroline Zaworski  
  
**Wedel Society \$250 - \$499**  
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Jennie Aguilar  
Akie's Sandblasting &  
    Painting  
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Rebekah Alvey  
Anonymous  
Phillip Armstrong  
Laura Aspinwall  
Kathi Baldwin  
Sarah Barclay  
Dr. & Mrs. Martin Bassett  
Hannah Bauer  
Melissa Berry  
Nola & Holt Bertelson  
Viswesh Bhat  
Sandra Birchall  
Gail Birkey  
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Sabrina Borup  
Diane Branson  
Tracy Broyles  
Valli & Merlyn Brunken  
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Kerry Carpenter  
Leslie Carver  
Rashed Ceniza  
Heidi Chin

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Tiela Clark  
Toi Clemetson  
Malinda & Dirk Close  
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Heidi Conklin  
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Nathan Fitzpatrick  
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Fran Franklin  
Shirree French  
Susan French  
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Wieland Healthcare  
    Furniture  
Willamette Valley Bank  
Rebecca Wilson  
Lisa Wood  
Samson Yang

*This list reflects gifts  
of \$250 or more made  
between January 1 and  
December 31, 2015.*

# Our *Future* Matters



**SALEM HEALTH**  
*An OHSU Partner*

Salem Health and OHSU began a new partnership in November 2015. As a donor, you won't notice much difference other than a new name and logo.

We appreciate your support and hope you take great pride in your local hospital. Our partnership with OHSU is viewed as a national model that will deliver the best care as efficiently and affordably as possible, right here in our community.

You can expect the same focus on our local community the Foundation has always had. Dollars raised locally will be used locally as you, the donor, intended.

Don't hesitate to call us at the Foundation, 503-561-5576, if you have questions.

## **2015-2016 Board of Directors**

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## **Contact Information**

P.O. Box 14001  
Salem, OR 97309  
503-561-5576  
[salemhealth.org/about/foundation](http://salemhealth.org/about/foundation)