



Sierra Nevada Memorial
Hospital Foundation

Mission

We touch and save lives every day by helping Sierra Nevada Memorial Hospital deliver superior healthcare through outreach programs, education, state-of-the-art technology and facilities by means of philanthropy and volunteerism.

Vision

Effectively serving as a bridge between our Hospital and community, we create an environment in which philanthropy flourishes for healthcare needs ensuring exceptional services are available at Sierra Nevada Memorial Hospital today and for future generations.

Values

To ensure Sierra Nevada Memorial Hospital excels as the leading healthcare provider in our community, Sierra Nevada Memorial Hospital Foundation Board of Directors and Staff will cultivate positive relationships to ensure the following commitments:

TO OUR COMMUNITY: We will encourage your participation to raise funds and to support a healthcare environment that meets the needs and expectations of our community.

TO OUR HOSPITAL: We will devote our time and best efforts to provide the resources needed so you can care for our community with dignity, respect, empathy and compassion.

TO OUR DONORS: We will provide clear statements of the Hospital's vision and goals, be accountable to your trust in and expectations of the Foundation, and give clear recognition of your support.

OUR PROMISE: We will be committed to the overall improvement of health in our community and will work in the most effective way to exemplify accountability, trustworthiness and integrity.

www.SupportSierraNevada.org
(530) 477-9700
Tax-ID: 68-0005939

2019—2020 SNMH Foundation Board

Executive Committee

Gil Mathew - President
Mary Bittle - Vice-President
Kim Zwick - Treasurer
Barbara DeGraw - Secretary
Jake Bronson - Member-at-Large
Dylan Hendricks - Member-at-Large
Sean Metroka - Immediate Past President

Board Members

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Denis Drew, MD
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Marty Lombardi
Katy McKay
Ed Sylvester
Heather Thorpe
Tom Tomasello
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Full-Time SNMH Foundation Staff

Kimberly Parker, CFRE
Executive Director
Sandra Barrington, CFRE
Associate Director
Jenni Toedtemeier,
Development Director
Amy Abt,
Development/Communications Manager
Jennifer Weir,
Executive Assistant
to the Executive Director
Kara Liller,
Finance Manager

Part-time Foundation Staff

Shari Voors
Development/Event Associate
Judy Bagley
Administrative Assistant

Program Coordinators

Linda Aeschliman,
AOP Education Coordinator
Judy Kautz,
Alzheimer's Outreach Coordinator
Anastasia Knight,
Social Outreach Coordinator
Karen Marinovich
Falls Prevention Coordinator



Sierra Nevada Memorial
Hospital Foundation

Community Impact Report

35 YEARS OF TOUCHING AND SAVING LIVES

July 1, 2019—June 30, 2020

Our
Health

Our
Hospital

Our



A Community Hospital is a Community Effort

Dear friends,

We are pleased to share Sierra Nevada Memorial Hospital Foundation’s impact report for the most recently completed fiscal year of July 2019 to June 2020. The year was punctuated with many successes and challenges. These unprecedented times of COVID-19 have made philanthropy and support for our community Hospital an even more vital cause.

Thanks to each of you and your generous support, SNMH Foundation has made significant impacts in our local healthcare landscape. This report provides snapshots of how—with your time, talent and philanthropic donations—SNMH Foundation has been able to fulfill its mission of “touching and saving lives every day by helping Sierra Nevada Memorial Hospital deliver superior healthcare through outreach programs, education, state-of-the-art technology and facilities”.

We are grateful that you are a part of the SNMH Foundation family. Should you care for greater insight or information about our work and programs, please visit our website at www.supportsierranevada.org or give us a call at (530) 477-9700.

Sincerely,

Kimberly Parker

Kimberly Parker, CFRE
Executive Director

G. M. Mathew

Gil Mathew
Board President

The Impact of COVID-19

As COVID-19 moved into Nevada County, SNMH Foundation pivoted quickly to ensure our focus was on the Hospital’s most immediate needs as they prepared for the potential impact of the pandemic. Staff answered hundreds of calls from people wanting to make face masks, face shields, and head guards. Every day food and supply donations were dropped off. Cash donations supported the most urgent and critical necessities. Healthy Tuesday, two weekly Union columns, videos, e-blasts, radio, and social media were utilized to get information out to our community.

Many thanks for your generosity to SNMH Foundation during these difficult times. You were here for us and we will always be there for you.



Kimberly Parker and Gil Mathew help distribute PPE to the community.



Hospital employees are thankful for the PPE donations.



Thank you to everyone in the community who worked so hard to make masks for our Hospital employees!

Leaving a Legacy: Remembering Helen



Helen Conrey
SNMH Auxiliary member since 1992

Long-time Auxiliary member Helen Conrey *loved* Sierra Nevada Memorial Hospital. She was a devoted member of the Auxiliary for over 27 years volunteering throughout the Hospital. She treasured working in the emergency department on Monday mornings. She often recounted a touching story of a patient’s passing just as an ambulance arrived with a new mother giving birth and how it made her feel the full impact of how our Hospital cares for our community.

Helen gave of her time with a smile and upon her passing she gave back with her heart to the little hospital on the hill that she loved so much. She understood how meaningful her legacy giving could be. She left her estate gift undirected knowing SNMH Foundation would work with the Hospital to direct it where it was needed most. She would be honored to know her gesture of generosity inspired others to give as well.

Helen’s kindness and compassion was felt by everyone in the emergency department. And though she is gone, we are quite certain every Monday morning she is smiling down on the Hospital wishing she were there.

SNMH Foundation by the numbers

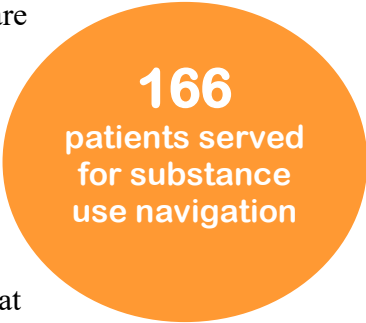


*SNMH Foundation’s operating expenses are funded by the Hospital. We are proud to report that 100% of your donation goes directly to the project or program designated by you.

Grants

Hundreds of lives were impacted as a result of federal, state and private grants received by SNMH Foundation. They enabled our Hospital to pilot new initiatives and focus on priority health needs. Many grants included partnerships with local nonprofits. We are proud to share the following projects that are shaping the healthcare landscape in our community.

- \$175,000 over two years to pilot a Substance Use Navigator in the emergency department from a Public Health Institute CA Bridge grant.
- \$750,000 over three years from the U.S. Department of Health and Human Services to create a Primary Care Rural Residency Training Program with the goal that residents will begin their training in 2022.
- \$245,080 was the final payment from a three-year Rural Health Network Planning grant that totaled \$839,128 to create cross organizational partnerships in a variety of healthcare programs across ten local agencies and providers in cooperation with the Nevada County Health Collaborative.
- \$94,582 from Nevada County for the Social Outreach Program, the Alzheimer's Outreach Program and the Falls Prevention Coalition.



- \$5,000 from the Raley’s Foundation for mammography technology.
- \$3,000 for Read Me a Story books from Bessie Minor Swift Foundation.
- \$1,000 for Read Me a Story books from the Welz Family Children’s Foundation.

Fiscal Sponsorship

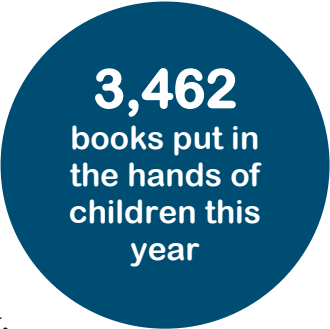
Over the years SNMH Foundation has been honored to lend a hand as a fiscal sponsor for up-and-coming non-profits and groups aligned with our mission that do not have a 501c3 home. It is exciting for us to see a group we have helped blossom into an amazing organization. As fiscal sponsor we assist with accounting, gift acknowledgment, mentoring, and reporting. In March 2020, Nevada County approached SNMH Foundation who proudly agreed to serve as fiscal sponsor for the Nevada County Relief Fund during one of the most challenging times in our community’s history.

We have proudly served as fiscal sponsor over the years for many organizations including:



Our Programs

For over 20 years, **Read Me A Story (RMAS)** has provided books to children up to age five at pediatric well child visits. This year the program expanded and began offering books to children through age eight. There is nothing quite as moving as watching the reaction of a child when you put a brand new book in his or her hands and tell them its theirs. Especially in these challenging times of online learning and home schooling, these books are a great resource for parents wanting to expand their young child’s reading capabilities.



Dr. Sarah Woerner reading to a child at a six month check up.



The **Alzheimer’s Outreach Program** supports families and caregivers caring for a loved one with a memory impairment. The program provides crisis intervention, one-on-one support, respite, and caregiver education through the Yes I Can Caregiver Empowerment series.



Kimberly Parker with AOP Coordinator Judy Kautz and Educator Renee Chevraux



The **Social Outreach Program** supports isolated seniors with early prevention and intervention strategies to reduce depression and social isolation challenges.



Social Outreach Coordinator Anastasia Knight offers one-on-one navigation to resources.

Formed in 2006, our **Falls Prevention Coalition** provides education to help mitigate the high risk of falls in Nevada County by engaging an energetic collaboration of 30 community organizations and professionals.



Comfort Cuisine’s dynamic team of volunteers prepare tasty, nutritious, on-the-go frozen meals for cancer patients and their families. Led by volunteer Paul Faahs and prepared in a local commercial kitchen, this committed group cooks three times a month and transports meals to a freezer at the SNMH Cancer Center. Comfort Cuisine adheres to ServSafe® California guidelines, is inspected by the County of Nevada and is permitted by California’s packaging department.



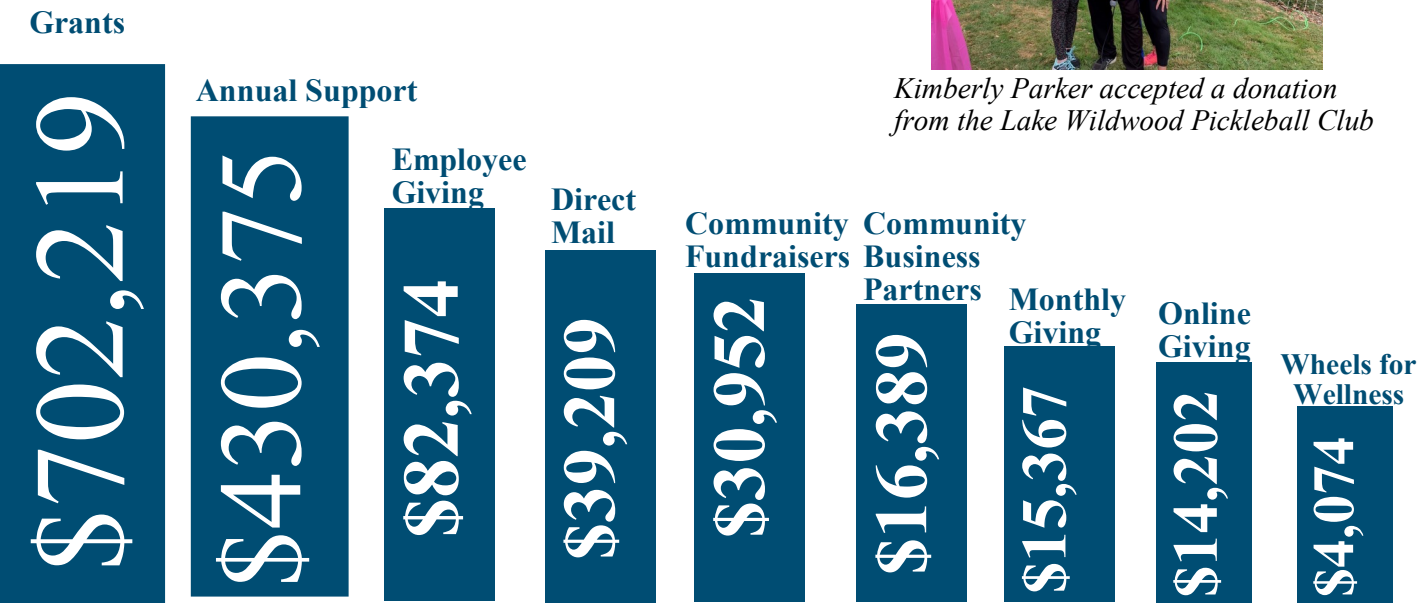
Comfort Cuisine volunteers preparing meals.

Funding Opportunities

We all stopped in our tracks in March as COVID-19 hit our community. After the initial shock, we were incredibly grateful for the cash and in-kind donations given so generously. We came within \$45,000 of our original revenue goal for the year all because our supporters were there when we needed them.

SNMH Foundation has a strong and diversified fundraising strategy which helps us through unprecedented times. We were not able to host our events which equates to about ten percent of our revenue plan for the year. However, with a diversified strategy, we were able to pivot and make up revenue in a variety of ways.

Generous donations come in a variety of ways including individual giving, corporate and business support, grants, clubs and organizations, and estate and planned giving. Ways to give also include our Wheels for Wellness vehicle donation program, direct mail, online giving, newsletters, the Community Business Partners program, Share the Spirit employee giving program, stock and IRA gifts, the Red Rose Society, and events.



Board member, Marty Lombardi, displays filled baby bottles for the Family Birth Center campaign



Local law enforcement raised funds through the Pink Patch Project



A generous family donated a caring cradle for the Family Birth Center



Kimberly Parker accepted a donation from the Lake Wildwood Pickleball Club

35 Years of Healthcare Philanthropy

2019 marked the 35th anniversary of Sierra Nevada Memorial Hospital Foundation. In November of 2019, a large gathering of supporters and volunteers helped us celebrate this momentous occasion.

In the beginning of SNMH Foundation:

- \$130,000 was accumulated between April 1984 and December 1985.
- One of the earliest purchases was \$2,000 for an infant incubator.
- Net proceeds for the 1984 golf tournament totaled \$945.
- 1987 gifts and income totaled \$127,775 and total assets of \$306,570.
- 1990 charitable contributions and investment income was \$146,542.

As our community has grown and changed over the years, so has our Hospital. So many of the achievements the Hospital has accomplish are a result of strong community philanthropic support. Thirty-five years ago our Hospital did not have a Cancer Center, there was not an outpatient Diagnostic Imaging Center, we did not have a state-of-the-art Cardiac and Cardiac Rehab, there was not a nationally certified Stroke Program, and the list goes on and on. SNMH Foundation, through our generous donors, supported every one of those efforts and more.

Our community is home to an incredible healthcare facility because of you! When we say, “A Community Hospital is a Community Effort”, we mean it whole heartedly. Thank you for your support yesterday, today and into the future.



Community leaders that came together in the 1980’s to form SNMH Foundation

- Greg Fenner
- Curtis Grimes
- Betty Jane Magill
- Robert Murphy, MD
- Frank Ostrofe
- Gladys Perkins
- Gay Pryor
- Roger Sanford
- Kathy Souders
- Harold Boisert
- John Kneepkens
- Alex Rafalovich

Sierra Nevada Memorial Hospital Foundation
Founding Board Members
April 1984

Gay Pryor
Founding President

- Judy Blaylock
- Harry Boisvert
- Dale Boothby
- Curtis Grimes
- Lou Johnson
- Lois Jones
- John Kneepkens
- Thies Murphy
- Rita Scarlett
- Don Woods
- Marilyn Alstrand
- James Chargin, MD
- Betty Jane Magill

Share the Spirit Employee Giving Program

Sierra Nevada Memorial Hospital employees are the heart of the Hospital and one way they show it is through their generosity. Sierra Nevada Memorial Hospital employees give their time and talent every day making a tremendous difference in the lives of our patients. Employee donations come from every Hospital department. Their dedication sends a powerful message to our community that if you need them, they are here for you both through their ongoing support and their personal and compassionate care.

In addition to supporting ongoing SNMH Foundation programs and campaigns, the employee Share the Spirit fund provides assistance for those special needs that surface each year but are outside of the Hospital’s current operating budget.

Share the Spirit funded projects include:

- Crisis funding for employees and their families
- Holiday Helping Hand gifts and meals for needy families
- Baskets of essential items for survivors of human trafficking and domestic violence
- Ventilators for ambulances
- Gift bags for expectant mothers
- Training mannequins
- Furniture and other improvements for staff break rooms
- The Tribute and Memorial Garden
- And much more!

Volunteers Give Back

With the onset of COVID-19, this was an interesting time for volunteering. Up until March, volunteers assisted at the 2019 Starry, Starry Nights event, the 2019 BSM Women’s Triathlon and 5K, Comfort Cuisine and the Savvy Women events. Volunteers also spent countless hours helping in the office, with mailings, committees and more. Once COVID-19 hit individuals started making masks and surgical caps, mask guards, face shields and more.

The SNMH Auxiliary is a vital volunteer force that prior to COVID-19 assisted in the Hospital. While this incredible group had to stop their service hours in early 2020, up until then they donated 5,321.50 hours of service to SNMH in the fiscal year. On average, the Auxiliary donates any where from 10,000 to 15,000 hours a year to our Hospital!



Because of You

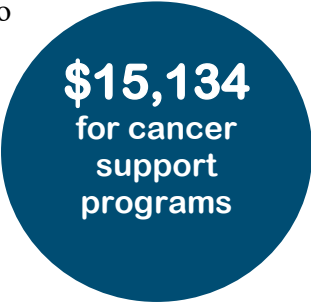
Your donation is more than a check in the mail. There is a person healed, a caregiver supported, a life saved. We all have the power to heal! These numbers reflect just a few of the donations that were made to the Hospital.



“We owe a huge amount of gratitude to the outstanding staff at Sierra Nevada Memorial Hospital for an amazing experience with the birth of our child during a challenging power outage. What a blessing to be cared for by such amazing doctors and nurses; we love our hospital!” Nathan Claydon, MD

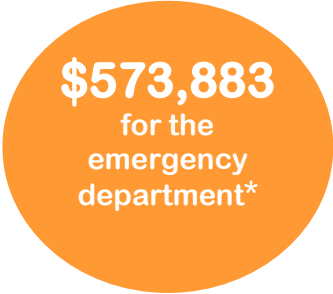


SNMH’s Cancer Center offers various support groups to meet the needs of patients and their families. The harp group (*pictured left*), writing programs, peer support programs, Comfort Cuisine, and the Kids Living with Cancer program are just a few ways that the Cancer Center treats the whole person and not just the disease.



“The telemedicine access is invaluable. I feel comfortable taking care of critical care patients I would otherwise have to transfer. The technology is expeditious and high quality. The intensivists also voice thanks in keeping our patients properly managed locally to reduce the burden on their already taxed hospitals, keeping ICU beds open for patient surges.” Dr. Glenn Gookin, SNMH Hospitalist

“A patient came into the lobby looking for help. He was nervous and ashamed about being addicted to heroin. I walked with him to the Emergency Department where he was triaged by Kim and met with compassion. Nurse Becky was also amazing in her compassion of this patient. Dr. Meinholz came in and her first words to this patient was that she was proud of him. He was able to get a prescription sent to his pharmacy. The kindness and compassion these individuals gave to this patient made all the difference in his recovery!” Shelly Leal, Substance Use Navigator



“My experience in the ER and later in the Hospital was meet with efficiency and attentiveness. Everyone was very professional and kept me informed of what was happening and why. This instilled confidence in me that I was getting the best care possible. It was a nice and friendly atmosphere. We are lucky to have an exceptional hospital in our community.” Barbara

**Over \$1million was disbursed in FY18/19 for the emergency department campaign. Additional funds will be sent as pledges are paid out on the project.*

Events

Like other community nonprofits, we had to cancel most of our events. We started 2019 strong with Starry, Starry Nights and the Barbara Schmidt Millar Women’s Triathlon and 5K, but once 2020 hit everything changed. We live in a very generous community where our sponsors of Martinis and a Movie, the SNMH Golf Classic and the 2020 Starry, Starry Nights stayed with us despite having to cancel. Events are an important part of our philanthropic year connecting you to our mission. Events account for approximately ten percent of our annual donations. We are keeping our fingers crossed for a full event year in 2021.

\$17,000
Martinis and a Movie

\$28,000
SNMH Golf Classic

\$53,549
Starry, Starry Nights

The 27th Annual **Starry, Starry Nights** in July of 2019 was a huge success netting its highest earnings to date. Proceeds support our Area of Greatest Need fund providing support for the most vital Hospital needs such as a new ambulance, Cancer Center support programs, advanced technology, surgical equipment, direct patient care needs and more!



The **Barbara Schmidt Millar Women’s Triathlon and 5K** has had its up and downs over the last few year between active fire seasons and droughts and now the COVID-19 pandemic. The 2019 event was a huge success. The BSM fund supports mammograms and follow up procedures as well as scholarships for those that need us most.



\$31,022
2019 net proceeds

1,200
patients served since 1999

\$156,000
scholarships given since 1999

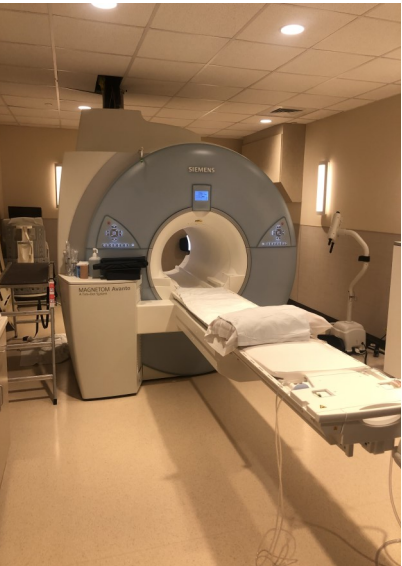
Emergency Department

SNMH Foundation completed its fundraising for the Emergency Department campaign. Two million dollars was generously donated by individuals and businesses to support this \$15 million project. The transformation included: two new rapid treatment rooms and triage space to ensure a more streamlined process and faster “door to doctor” time for less acute patients; a new overflow bed space that can also be used for patients in crisis; patient and employee safety upgrades; two new private patient rooms; and new diagnostic imaging space and equipment such as the MRI, CT scanner, nuclear medicine camera, x-ray technology, and a special procedures room.



\$2 MILLION
raised!

35,000
patient visits a year



Grateful Patient Story

"Thank you SNMH! We would like to give thanks and express appreciation for the staff of Sierra Nevada Memorial Hospital. Usually, a trip to the hospital is best remembered starting the day you are discharged. However for my husband, Bob, his short stay, in both the ER and the main hospital, was comfortable and restful, thanks to the outstanding staff. They were friendly, responsive, and possessed a caring attitude. When we arrived at the ER, we needed assistance. Just then a nurse came out, obviously headed home, but he saw us, stopped, went back to get a wheelchair, helped Bob into it and took him to the ER. The ER doctor was thorough and efficient in diagnosing Bob's illness, which took many, many tests, but he identified the problem. When Bob was getting ready for discharge, he asked the front desk staff where he could get a Diet Pepsi. A staff member went to the cafeteria but couldn't find one, so he actually went to a nearby store, and brought the soda to Bob. Now that is service! Thanks again to the fantastic people serving our community and keeping us healthy. We hope everyone supports our local hospital." ~ Kathleen

