



Sierra Nevada Memorial  
Hospital Foundation

# Partners in Health

**Our Mission: To nurture the spirit of generosity and volunteerism in the community; we focus our philanthropic efforts on fostering quality healthcare of the highest standards for Sierra Nevada Memorial Hospital.**

## Heart of Gold Campaign: Advancing Cardiac Services for our Community



**Y**ou may know that heart disease is the leading cause of death for men and women in the U.S., but did you know that the **Sierra Nevada Memorial Hospital cardiac department manages over 30,000 patient visits and 15,000 cardiac rehab patient visits each year?**

Advancing cardiac care services has been identified as a high priority for our community — which is why members of the Sierra Nevada Memorial Hospital Foundation's Board of Directors are excited to announce the launch of *Heart of Gold*, a \$200,000 campaign to expand cardiac services for our region. Your participation is important because the funding is beyond the normal resources of our Hospital.

Seed funding from the Foundation will enable SNMH to pursue Chest Pain Center Accreditation, providing advanced training and education for medical staff and improving our patient outcomes. This certification is a mark of excellence granted only to those facilities whose heart failure and chest pain center processes meet or exceed the highest standards.

Campaign highlights also include a new Cardiac Rehab Monitoring System, which will allow staff to increase the number of patients being monitored in a year by 25%, and portable equipment which will allow the Hospital to offer cardiac services at our new Penn Valley Clinic and other parts of the county. And as you will see in the box to the right, there is so much more!

Every dollar received brings us one step closer to reaching our goal. Every dollar touches a life. With your help and support, we can make it happen!

*"Heart of Gold will enable SNMH's Cardiac Team to provide the best technology and quality of care possible for our community."*  
~ Dr. John Mallery

## Tribute Society Honors Gifts of Bequest

- Bill Altavilla, Planned Giving Specialist

**A** large number of charitable contributions in the United States are made in the form of bequests. These gifts from dedicated supporters of charitable organizations are left to non-profit organizations through an individual's will, and planned in advance with care and forethought.

The bequest is a very simple method of providing support to your charity of choice, and can be made with a simple codicil to your will.

Sierra Nevada Memorial Hospital Foundation continues to benefit greatly from bequests, which enable the Foundation to provide funding for the medical and health needs of our community.

SNMHF recently formed the Tribute Society to recognize annual and cumulative major donors and those who have included the Foundation in their will.

The Society will provide special invitations to meetings and educational events at the hospital. If you are interested in joining the Tribute Society, please contact the Foundation at (530) 477-9700.

### The Heart of Gold Campaign will fund:

- Siemens X300 Echocardiogram
- Supine Ergometer
- GE Healthcare EKG
- Cardiac Rehab Monitoring System
- Chest Pain Center Accreditation
- Advanced training and education for SNMH medical staff

**For more information about the campaign, equipment or training, call (530) 477-9700.**



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Executive Director

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## Giving is good for the Heart ~

Dear Friends,

It is hard to believe we just completed another Fiscal Year, and I am so proud and thankful of what was accomplished. These are interesting times, but you continue to step up and prove you want high quality health care for our community. *Thank you!*

Please indulge me as I use this space to publicly express my deep appreciation for my staff (Sandra, Ellen, Shirley, Stacey, Brandy and Bill), a phenomenal Board, and exceptionally dedicated volunteers and Ambassadors. They offer the spirit and collective voice which eloquently express the needs, impact and results of how and why your support matters.

As mentioned on the next page, our primary fundraising focus this year was for a Linear Accelerator for the Cancer Center. You didn't let us down. In eight months we raised \$500,000 and added another \$500,000 received from a planned gift, to total \$1 million toward the \$3.9 million project. Our efforts also provided other departments and programs at the Hospital with funding this year, including Cardiac and Cardiac Rehab, the Breast Imaging Center, Alzheimer's Outreach Project and more.

We are excited to announce that the Foundation has funded a new Wi-Fi public internet connection at the Hospital. Feedback from patients and visitors has been tremendous. Our Transitional Care department recently shared that they were able to stream a live video cam to a TCU patient's room so that the patient could view their grandchild's wedding.

Another addition is the Patient Assistance Fund. On occasion people tell me that while they appreciate all we do, they would prefer to give in a way that directly touches the life of an individual. The Patient Assistance Fund helps pay medical bills for people that have no means to cover their hospital care. In these times where so many have lost jobs or medical insurance, can you imagine how incredible it would be to learn that an anonymous donor had paid their bill!

Our current cardiac campaign is very important for our community. I would love to meet with you to tell you more about this project. And, whether you choose to give through the cardiac project or another area that touches your heart, please know that while the thank you letter comes from the Foundation, the true gratitude comes from the life you have touched. Your continued support will be greatly valued.

Yours in good health,

Kimberly Parker, CFRE

**You might note....**

Charitable Gift Annuity rates changed effective July 1, 2011. Some are being increased and others are falling. Please call (530) 477-9700 for more information or to find out what your updated rate would be.

## We've Moved!

The staff of Sierra Nevada Memorial Hospital Foundation recently moved to a new suite within the Litton Business Park at 140 Litton Drive, to better accommodate our ongoing work in support of the Hospital.

We encourage you to stop in to visit us soon—our suite number is still 220, but you will now find us in the rear portion of the complex. Many thanks to all those who helped in this large undertaking!



## Breast Cancer Program Grant Approved



The Susan G. Komen for the Cure, Sacramento Valley Affiliate, has approved a \$73,000 grant for the Breast Cancer Nurse Navigator program.

This is the third time since 2007 that the Navigator program has received this funding, a testament to the exceptional work of the Nurse Navigators and the quality and scope of their efforts.

The grant will support important community outreach and education, with a focus on the Latino population and alternative medicine communities. Funding will also go towards educational marketing with an emphasis on the more remote areas of our community, such as North San Juan, Washington, Camptonville and Downieville.

Many thanks to the hard work of Linda Waring, Linda Aeschliman, Pat Donnelly and the staff of the Breast Imaging Center for continuing to run a highly effective program supporting our local breast cancer patients as they move through their care.

## I'm a Grateful Patient!



Acts of appreciation can come in many forms—from flowers to heartfelt cards, a hand shake or a hug. Today, you can also show your thanks to the doctors, nurses, therapists and other SNMH health-care professionals who have made a difference to you or your loved one's health and well-being through our new *Grateful Patient Program*.

While donations are always appreciated, you can also honor a Hospital caregiver through a testimonial or story. The honoree will receive a special card and custom-crafted pin to wear proudly each day while continuing their work touching the lives of those in our community.

If you are interested in contributing to the Grateful Patient Program, please call (530) 477-9700 or use the enclosed envelope. Look for our new testimonial board and posters throughout the Hospital!

## Linear Accelerator Arrives! A.C.T. Campaign Update

In May, thanks to generous community support and a strong planned giving program, Sierra Nevada Memorial Hospital Foundation reached its goal of \$1,000,000 for the *Accelerating Cancer Treatment* (A.C.T.) campaign.

The Linear Accelerator was delivered on June 17th, and the installation is progressing smoothly and on schedule. Staff members at the Cancer Center are calibrating the sensitive equipment and preparing for state certification, with a goal to be treating patients by September.

Thank you to all those who lent their support to the A.C.T. campaign. Your generous donations will save the lives of many patients throughout our community for years to come!



Linear Accelerator Groundbreaking (l to r):

- Kathy Medeiros, *SNMH President/CEO*;
- Leo Granucci, *Hospital Board Member*;
- Ayse Turkseven, *Cancer Center Director*;
- Kimberly Parker, *SNMHF Executive Director*;
- & Dr. Richard Evans, *Cancer Center Radiation Oncology*



# Cooking with the Starrs

August 6  
6 – 9 pm

Creative courses & wine pairings  
with live music  
at Sierra Starr Vineyard

Entrees by local celebrity chefs:  
Antonio's Catering | BackPorch Market  
Jim E's Catering/Club 141 | Villa Venezia

Benefiting: Alzheimer's Outreach Project  
of Western Nevada County

\$65 / ticket | Advance reservation required  
CALL TO RSVP: (530) 477-9700

17th Annual  
Barbara Schmidt Millar

# Celebration of Life Triathlon

September 18, 2011

Supporting the Breast Imaging Center  
and the Barbara Schmidt Millar Fund

Scott's Flat Lake — Pre-Registration Required

REGISTER | DONATE | INFO :  
**BSMTRI.org**



Photos by Andrew Wright / Lighthawk Photography

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Hospital Foundation



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