

# Creating a Path to Health

A special report for our most dedicated and generous supporters

FY 2013-2014 2nd Quarter Report

(October 2013—December 2013)

## EXECUTIVE DIRECTOR'S MESSAGE

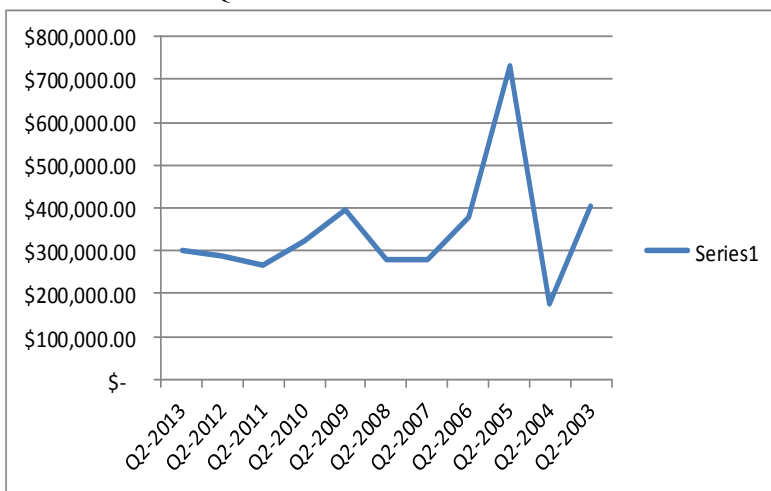
Kimberly Parker, CFRE



2013 was a great year at SNMH Foundation, and we have so much to look forward to in 2014! SNMH Foundation board and staff are always evaluating our efforts to figure out how we can improve and raise even more funds for our nonprofit community hospital. What we find is not totally surprising when comparing the 2nd quarter of the fiscal years over the last 10 years.

Giving is up 5% from this time last year. What has changed? We know that donors are more inclined to give larger gifts when we are in a capital project which is evident by the money raised in Q2 of 2005 when we were raising funds for the Diagnostic Imaging Center. We also saw a spike in giving in 2010 and 2009 with the Linear Accelerator project. Now, we are seeing another slight rise in giving as we work on completing the Imaging for Life campaign (see next article for details).

2nd Quarter Gifts to SNMH Foundation



Thank you for all of your support over the years to improve healthcare locally. Cheers to a happy and healthy 2014!

With Gratitude,

*Kimberly Parker, CFRE*

Executive Director

## Imaging for Life.

### a Higher Resolution of Care

SNMH Foundation is raising \$1.2 million to advance diagnostic imaging technology at SNMH. The campaign is 65% of the way toward goal. The goal is to have all of the funds committed to the project by June 30, 2014.

With enthusiastic end of year donations, \$161,000 was raised for the Imaging for Life campaign in the 2nd quarter of FY2013/2014.

The Imaging for Life campaign will impact the care of more than 20,000 patients in our community in the first year of use. Through advanced technologies, patients will experience increased testing capabilities and high-tech care close to home.

Goal: \$1.2 Million

- Oncology CT Simulator
- Whole Breast Ultrasound
- Interventional Radiology
- Cat Scan

65%



Sierra Nevada Memorial  
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### Power of 10

What would happen if everyone gave 10? Several Hospital managers asked themselves that same question and then challenged their fellow managers to donate at least 10 hours of PTO (paid time off) to help raise funds for the Whole Breast Ultrasound, part of the Imaging for Life campaign. The Power of 10 challenge raised \$10,000 just in the month of October!

With PTO donations, employees can donate their time and it turns into an after-tax, cash donation to SNMH Foundation. This is a wise giving option for employees that are, or about to, max out on their PTO. Many thanks to the SNMH Hospital managers who give their dedicated time, talent and financial support.



### SNMH Employee Share their Spirit

September marked the kick off of the annual Share the Spirit employee giving campaign drive. More than 150 SNMH employees give through the Share the Spirit campaign. In the second quarter of this fiscal year, nine new employees signed up and an additional nine employees upgraded their giving. Just in the second quarter of this fiscal year, employees gave \$13,000 through the Share the Spirit campaign.

Employees can designate their payroll deduction gift to any area of the Hospital that they choose. There is also a separate Share the Spirit Fund that is employee funded and employee managed. The Share the Spirit committee reviews proposals quarterly for projects that are submitted by employees and outside of the normal operating budget of the Hospital. The project must improve patient care or improve the employee work environment.

Samples of projects funded by the Share the Spirit program include:

- Sleep sacks for newborn babies
- CPR Friends and Family Classes
- Employee Crisis Fund
- Holiday Needy Family Fund



*The Share the Spirit Committee at SNMH is comprised of Hospital employees from various departments.*





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## Breast Cancer Awareness Month

October is a busy month at SNMH Foundation. We are so fortunate to be the beneficiary of many third party events hosted by community businesses and individuals who are dedicated to advancing breast cancer care in our community.

### Paint the Town Pink

The Union Newspaper's 7th Annual Paint the Town Pink event raised \$13,500. Funding from this event will help SNMH acquire new Whole Breast Ultrasound technology which is part of the Imaging for Life campaign.

### Team Fundraising Raises \$14,000

Two community groups joined as Paint the Town Pink fundraising teams to raise more than \$14,000 for the Whole Breast Ultrasound. The Pink Boulders, sponsored by Cornerstone Accounting, and the CalFire Firefighters of Station 40 and 41 each took on their own goals and activities.

### Golf Tournaments Go Pink



Several women's golf groups host tournaments in October to benefit the Women's Imaging Center and Cancer Center at Sierra Nevada Memorial Hospital.

The Wildwood Niners raised \$5,000 for the Whole Breast Ultrasound. The Nevada County Country Club Women's Group raised \$1,500 for Cancer Center support groups, and the Lake of the

Pines Women's Golf Club raised \$1,750 for the Whole Breast Ultrasound.





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## A Night in Havana raised \$46,000!



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**A NIGHT IN HAVANA COMMITTEE**  
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Corinne Pryor

Gloria & Lance Amaral  
Mary Blakemore  
Mary Bittle  
Desmond Gallagher  
Jon Hartman  
Peggy & Howard Levine

Bobbie Loughlin  
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Hazel Shewell  
Nor Souza  
Bobbie & Tom Tomasello

**MANY THANKS TO OUR SILENT AUCTION DONORS. THROUGH YOUR GENEROSITY THE AUCTION NETTED OVER \$20,000!**

Aileen James  
Alison Jones-Pomatto & Alan Pomatto  
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Charlie Piano  
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Ken Hardin  
Gloria & Lance Amaral  
Lazy Dog Chocolateria  
Lefty's Restaurant  
Jeanette & Louis Samaniego

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