

Creating a Path to Health

SIERRA NEVADA MEMORIAL HOSPITAL FOUNDATION
FY 2015/2016—2nd Quarter Report
(October 2015-December 2015)

EXECUTIVE DIRECTOR'S MESSAGE

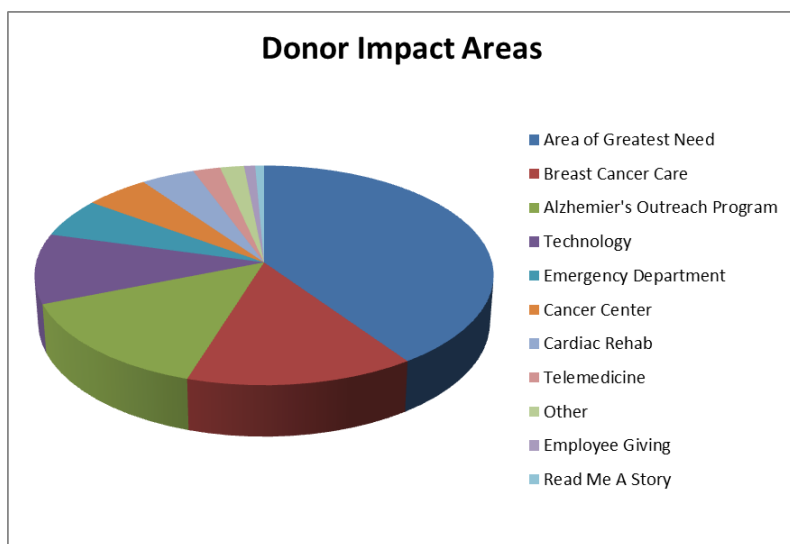
Kimberly Parker, CFRE



The 2nd quarter of the fiscal year might be my favorite time. With National Breast Cancer Awareness Month, National Alzheimer's Awareness Month, fabulous events, Thanksgiving, and the holidays, giving and gratitude is all around us. It's so inspiring to see our community rally together to support local healthcare. Nearly

\$375,000 was raised in the 2nd quarter and more than half a million dollars for this fiscal year.

Your giving impacts so many areas of health and wellness at Sierra Nevada Memorial Hospital. As you can see from the chart below, nearly every department of the hospital benefits from the generosity of our donors.



We still have a long way to go to reach our goals this year and every dollar will count to improve healthcare locally. Thank you for being part of our philanthropic family and making a difference with us. Together we are stronger!

With Gratitude,
Kimberly Parker, CFRE
Executive Director

Kicking Off Remember Me

Join the 1,000

In the 2nd quarter of the year where we marked National Alzheimer's Awareness Month, SNMH Foundation launched our latest campaign, Remember Me! The Face Behind Dementia. The goal of the project is to raise \$200,000 to be able to expand the Alzheimer's Outreach Program (AOP). AOP currently provides crisis management, respite care, caregiver support, as well as training to medical professionals, first responders and community education.



In a recent community health needs report, Alzheimer's was identified as one of the top healthcare issues in our community. With nearly 3,000 people impacted locally by this disease, we need to increase access to care and services for this population.

The challenge is funding. The Alzheimer's Outreach Program is a free service that is not covered by insurance and does not have a revenue stream. It's a priority for the Hospital and Foundation because there are so many caregivers in our community that need our help.

The campaign is two-fold. We are asking 1,000 to give \$100 to support AOP. In addition, we are seeking grant funding and stretch gifts from individuals to complete the \$200,000 goal.

Additional funding will allow the program to increase hours for crisis management and nurse navigation, increase caregiver support classes, start community training and education, and expand educational outreach.



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CERTIFIED FUND RAISING EXECUTIVES



Sierra Nevada Memorial Hospital Foundation is proud to announce that our Major Gift Director, Sandra Barrington, recently passed the Certified Fund Raising Executive (CFRE) exam. In addition, Executive Director Kimberly Parker has recently been recertified for the sixth time. It is unique to have two Certified Fund Raising Executives in one organization. Furthermore, Nevada County is home to just three CFREs total.

Individuals granted the CFRE credential have met a series of standards set by CFRE International which include tenure in the profession, education, demonstrated fundraising achievement and a commitment to service to not-for-profit organizations. They have also passed a rigorous written examination testing the knowledge, skills, and abilities required of a fundraising executive, and have agreed to uphold Accountability Standards and the Donor Bill of Rights. CFRE International is an independent organization dedicated to upholding the highest standards in ethical philanthropic fundraising through the certification of fundraising executives. Governed by a volunteer Board of Directors and led by a small professional staff, CFRE International consistently meets the highest standards for certification excellence. The CFRE credential is accredited by the National Commission for Certifying Agencies.

CRISIS STABILIZATION UNIT GRAND OPENING



On December 14, 2015, Sierra Nevada Memorial Hospital and Nevada County Behavioral Health opened the new Crisis Stabilization Unit at Sierra Nevada Memorial Hospital.

The goal of the Nevada County Crisis Stabilization Unit (CSU), located outside the SNMH Emergency Department, is to provide emergency psychiatric care and a soothing environment for those in a behavioral health crisis.

The four-bed CSU acts as an intermediary treatment facility, giving more in-depth care to patients while determining if they need to be transferred to a psychiatric hospital or if they will respond well to local outpatient intervention services.

A high level of support will be available for each client, according to Director of Nevada County Behavioral Health Rebecca Slade, MFT. The CSU staff includes a full-time psychiatrist, psychiatric nurse or technician and other crisis workers.

Funding for the CSU came through a grant from the California Health Facilities Financing Authority (CHFFA), and was made possible through Senate Bill 82, the Investment in Mental Health Wellness Act. Sierra Nevada Memorial Hospital Foundation secured funding for Telepsych Telemedicine consultations with grant funding.



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\$40,000 Raised for Breast Cancer Care

October is national breast cancer awareness month with many local community events to support breast cancer care at SNMH. Each year our community rallies together, and this quarter over \$40,000 was raised for Breast Cancer care at SNMH. Thank you to everyone who participated! Funds raised will help purchase new surgical equipment for breast cancer patients, the start of a new Integrative Medicine program, and other Cancer Center support groups.



SNMH Physicians at Paint the Town Pink. The Union's 9th annual event raised \$10,000 this year.



Team Ta Ta raising funds with their pink soap box.



The 40 for 40 relay marks it's third year including many more firefighters.



The Pink Boulders encouraged donations with their pink door.



The LWW Lady Golfers raised \$6,600 through their October golf tournament.



The NU Lady Niners Volleyball team presented Kimberly Parker with a check for \$4,000.



Lisa Swarhout with Mill Street Clothing hosted a Pink Martini pre-concert party to raise funds.

Wheels for Wellness



In 2015, SNMH Foundation launched our Wheels for Wellness program allowing for vehicle donations. In the 2nd quarter of this year alone \$6,880 has been donated. Donors can direct their giving to any area of the hospital they choose such as the Cancer Center, Cardiology, Stroke, Emergency, etc. The unique aspect of our program that donors truly appreciate is the personal attention from our board member, Jake Bronson, who is a vehicle donation expert and personally handles all aspects of the transaction. We can accept anything that has a title including planes, trailers, boats, RVs, motorcycles, and more!



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Moulin Rouge Event Nets \$50,000

The Moulin Rouge event was a huge success! In fact, it was our highest net on an event in recorded SNMH Foundation history. The proceeds will benefit the “Area of Greatest Need” at Sierra Nevada Memorial Hospital.



**Sierra Nevada Memorial
Hospital Foundation**
gratefully salutes our sponsors, supporters, and volunteers
of the 2015 Moulin Rouge
www.SupportSierraNevada.org

Event Co-Chairs: Corinne Pryor & Alison Jones-Pomatto

Event Committee: Lance Amaral, Allie Aguilar, Mary Bittle, Mary Blakemore, Elliot Brilliant, Barbara DeGraw, Mike Fondiller, Jon Hartman, Howard Levine, Janeille Litton, Marty Lombardi, Bobbie Loughlin, Ann & Dick Mentzer, Dan Rossoovich, Nor Souza, Tom Tomasello

We gratefully salute our Moulin Rouge Sponsors:
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Thank you to our auction donors:

All World Sports Memorabilia, Lance Amaral and the Monkeys, Antonio Ayestaran, Back Porch Market,
Wesley Barnett, Mary Bittle, BriarPatch Co-op, Carry Canady, Dr. Selene Castrejon-Dunham, Liz Coots,
Anita & Don Daniels, Dignity Health, Don Adams Satellite, Barbara & Hal DeGraw, Celia & Frank Edwards, Paul Faahs,
Janis Linfield, Grass Valley Nails, Ken Hardin, Aileen James, Alison Jones-Pomatto, Kane's Restaurant, Bill Kinney,
Lamb's Inn, Howard Levine, Bobbie Loughlin, Kathleen & Marty Lombardi, Off Broad Street, InConcert Sierra,
Cindy Mackey, Coleen McHarry, Ann Mentzer, Mill Street Clothing, Kathy Mitchell, New Moon Café,
Gael Perrin Jones, Corinne Pryor, Quackenbush's Production Goldsmiths, Inc., Beverly Riddle, Diane Robertson,
Shirley Souza, South Yuba Club, Andy Stillman, Stucki Jeweler's, Barbara Thomas, Deborah & Russ Wilder,
Ann Wilder, West Coast Juice Band, The Wooden Spoon

*And ooh la la to our fabulous volunteers, the Stonebridge Artisans, the Monkeys,
Howard Levine and his students, Paulette Gilbert, Claire Diamant and Paul Turner.*