## 2013 ANNUAL REPORT









In this report you'll learn about events and people that have made us proud to be part of this community. These stories are proof that our vision of a healthy community is getting closer, thanks to your support. **Partner. Neighbor. Friend.** Recently, while sitting in an airplane, flying back from seeing family and my youngest grandchild, I realized there's nothing better than being a grandmother.

Through my grandmotherly lens, I can also see my work as a CPA and consultant in a similar fashion. At times, businesses are infants and adolescents needing lots of attention, nurturing and guidance on the way to maturity. It's a pleasure to see the results of good advice; and, as grandparents, we get lots of pleasure in the success without having to take the worries home with us.

And so it goes with the Salem Hospital Foundation. In a sense, the board I joined nine years ago plays a bit of the grandparent role to the hospital. We, as well as the hospital board and staff, take the pulse of the community. Where parents do the heavy lifting with day-today operations, we get to be pampering and generous in areas where the parents can't quite afford to be. And because you, our donors, are the means by which we can afford to give generously, you too are part of the grandparent connection. Congratulations on a job well done!

As our partners, some of you have instructed us where you'd like your funds to be spent. Infant care, high-tech diagnostic and surgical equipment, scholarships and a community health education center have sprung out of your desire for quality local health care. Salem Hospital, under this kind of guidance, has continued to develop services and a local personality that reflects Salem's values and needs.

Thank you for your attention, your caring and your continued generosity. And, because we're never too old for some advice from grandparents, I hope you'll let us know what's on your mind next time you visit.

Kathy Gordon, Chair Salem Hospital Foundation Board of Directors





**Meet a couple of donors** As the saying goes, "A rising tide lifts all boats." Now whether Dan and Karen Sewell were raised and met due to that philosophy, or they developed it later in life, you get the sense that social fairness guides their moral compass.

As a pediatrician in Salem for decades, Dan noticed the quality of care continuing to rise, but also saw that lack of money could be a hindrance. For example, the couple witnessed how some of their sons' classmates might never achieve their academic potential simply because college was too expensive.

So they decided to do something to help. For many years, Karen has sponsored academic scholarships at her high school in Vassar, Michigan. But the couple decided they wanted to do more, so in 2009 they established the Sewell Family Scholarship through the Salem Hospital Foundation. This scholarship awards education grants to high-achieving students pursuing nursing or medical degrees.

"Money shouldn't be a barrier for kids who have the abilities and determination and want to advance their education," said Karen.

"Salem's been good to us," said Dan, when asked about the couple's motive for giving to the Salem Hospital Foundation. "The hospital helped my practice grow, constructing a medical building that our Salem Pediatric Clinic moved into." Also, when Dan was diagnosed with prostate cancer and was sizing up his options, he found the hospital's Community Health Education Center to be a valuable resource. He credits his current quality of life to a trusted urologist and radiation oncologist associated with Salem Hospital.

As the tide has risen for the Sewells, they discovered other ways to give back. Dan plays the Euphonium in a concert band, and continues to be a member of the Ethics and IRB (Institutional Review Board) committees at Salem Hospital. Karen has volunteered locally at the Assistance League and Family Building Blocks.

"The young people are our future," said Dan. "Whether as doctors, nurses or other health care practitioners, we want to help the next generation reach their goal. The Salem Hospital Foundation, as a great manager of donated funds, is a perfect place to make the most of our contribution."

### What's important to you?

Dan and Karen witnessed how some of their sons' classmates might never achieve their academic potential simply because college was too expensive. So they decided to do something to help.



**Say hello to Jon Shipley** Jon is one of those people who once you meet them, chances are you won't forget them. This bundle of energy started working at Salem Hospital in 1994 right out of college at OIT. From the time he was a young boy growing up in Dallas, Oregon, he wanted to be an X-ray technologist. He is also an animal lover, sharing his home with dogs Jack and Louie, a 1958 Lincoln Continental lover, and a dedicated Foundation supporter. (More about the car later.)

Almost ten years ago, you made your first gift to the Foundation. Why? After my mom passed away, I wanted to find a way to honor her. Let's just say I had a lot of growing up to do, and I had a rude awakening when I realized it was time to become a responsible adult! And deciding to help others was all part of the process. I make monthly payroll donations in memory of my mom.

What programs do you support? I support imaging, of course, because that's where I work. And cancer. Because that's what took my mom from me. I saw her and others like her who some days were in pain, or cold, or hungry. I knew some patients couldn't afford their meds to fight the cancer. I thought my donation to the Foundation might buy a fuzzy throw, help pay for a prescription or purchase some equipment.

Do you feel your contributions are put to good use?

My goodness yes. I see patients every day, and about 90 percent of them are fighting cancer. I often wonder how many of these people are benefitting one way or another from something provided by the Foundation. I've also known people from Salem and Dallas who've received Foundation scholarships to help with their education. **So tell us about your families' turquoise green 1958 Lincoln Continental.** Oh, it's a serious machine. When I was eight or nine I told my parents, 'I want that car.' So they gave it to me — all 24 feet, complete with big fat white walls, all leather, and a power back window.

Why do you think it's important for employees to support the Foundation? Don't get me started, because my answer could fill up this publication! I would hope everyone, whether they are an employee, a physician, or a member of the community, understands that when you make a contribution to the Foundation, it truly goes where YOU, the donor, designate. It doesn't pay for executive bonuses, fancy trips, or other nonsense. It goes where it's intended.

What message do you have for anyone considering making a gift to the Foundation?

No matter how much you donate, it's a simple way to feel good and help others. It gives you a satisfaction you just can't get any other way. Try it. You just might like it! Also, I hope that someone may see my name and say, 'Hey, if Jon supports and believes in the good of the Foundation, so can I.' If one person donates because of me, I would call that a WOW moment...an unexpected success in my career that can't be measured!

# **Get to know Sarah Tomscha** She grew up in Salem, graduated from North Salem High School, and is currently working on

her Ph.D. in Physical Therapy at Pacific University. Sarah was selected to receive a Salem Hospital Foundation scholarship this year, and here are just a few reasons why.

# What motivates students working toward a physical therapy degree?

Most say it's their personal experience with an athletic injury. I was sidelined in eighth grade and in high school with swimming injuries.

# Is that why you're pursuing physical therapy?

Initially it was, but ultimately it wasn't. My inspiration came from a conversation with a Costa Rican man who was the father of a family I stayed with one summer after high school. Despite our language barrier, he told me how pleased he was to learn about my choice of such a "noble and helpful" profession, to "be of real service to others." I've come to deeply appreciate that. Physical therapy is always going to be about something greater than me and my personal story.

# Has that been true for you...seeing the benefit to others?

It really has. Last summer I volunteered at Camp Kiwanis on Mt. Hood. I spent the week working one-on-one with a man who had no use of his limbs, and very few communication skills. It was the hardest and most rewarding experience of my life. This camp made it possible for him to participate in a zip line activity. I realized it might have been the first time he experienced this level of independence in his life. For 10 seconds, he was supported but free. You should've seen the smile on his face. The emotional burst I experienced – pride and love – made me realize that I wanted to help people experience independence...no matter how briefly.

# How has the Foundation's scholarship impacted your life?

The financial assistance is important, for sure. But what also matters is the fact that I feel the support of the Salem community behind me. It's like everyone is standing at the finish line cheering me on. I find that tremendously inspiring.

The average college student changes majors three or four times. How many times did you change yours? None. I've had my eye on physical therapy since 10th grade.

### What makes you happy?

While I love school, it can be stressful at times. So I work out a lot, and I also play the violin. I've played since I was nine. It's a wonderful instrument for expression, when words don't quite get you there. If I'm feeling stressed, the violin helps me relax and refocus. I also volunteer in a program that teaches kids in communities without music programs about string instruments. That's really a lot of fun!



## Year in Review

### HAL 3201

Training techniques that have been used for years in the airline industry are being put to the test in the health care field.

While you've probably heard of flight simulators that allow pilots to practice various scenarios before actually flying a real airplane, you might not have heard of Hal. "Hal allows us to take our training to the next level in a much more realistic way," said Steve Buck, RN, Professional Development Specialist for Simulation.

Part of that realism is Hal's ability to breathe, talk, and even have an irregular heart beat. Hospital staff can set up whatever scenario they'd like to work on, from complex procedures such as inserting a breathing tube in the mouth or nose, to basic CPR and heart sounds.

"It's an amazing tool not only for learning, but also for giving staff the chance to brush up on a number of different procedures in a nonthreatening environment," said Steve.



*Volunteers assemble Chemo Bags Filled with Love.* 



*Hal can be programmed to suffer from a number of realistic conditions.* 

But like much of the equipment used in the high-tech world of health care, Hal is not inexpensive. Hal and the computer used to program him cost \$66,000, which was paid for by a grant from the Salem Hospital Foundation, including a portion from the Kreitzberg Cardiac Care Fund.

"We're very grateful that the Foundation felt Hal was a worthwhile project to spend its valuable resources on," said Steve. "It is improving the quality of work at Salem Hospital, and that improvement is reflected back onto the community we serve."

Chemo Bags Filled with Love Lynetta Kirsch is a seven-year breast cancer survivor. Her husband, Kevin, helped Lynetta get through treatment by packing comforting items from home for her to have.

When she finished her treatment, Lynetta and Kevin decided to help others by founding Chemo Bags Filled with Love, dedicated to bringing comfort to patients facing chemotherapy. The reusable tote bags are filled with items including a soft blanket, journal, water bottle and other items.

The bags are free thanks to funding provided by donors to the Salem Hospital Foundation. During 2013, the Foundation granted close to \$6,000 to the chemo bags project. Each month volunteers assemble approximately 40 bags.

## **Financial Review**

October 1, 2012 to September 30, 2013

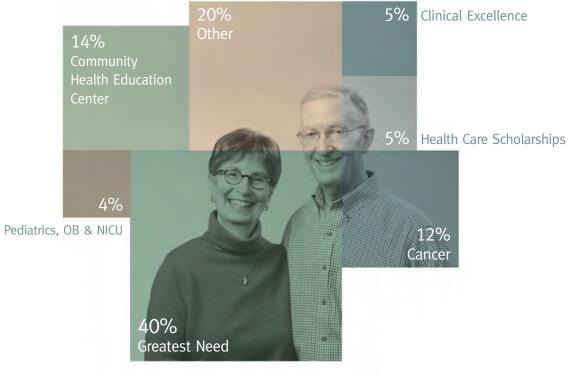
### INCOME

Total Income	\$711,104
Investment Income	146,436
Contributions	\$564,668

#### FUNDS AWARDED

Hospital Equipment & Program Support	\$942,839
Scholarships	155,932
Staff, Patient and Community Education	99,170
Patient Assistance	119,633
Total Funds Awarded	\$1,317,574

### HOW DONORS DIRECTED THEIR GIFTS



## **President's Society**

### **\$50,000 – \$99,999** Green Family

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

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

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

American Ballet Academy Epic Systems Corporation Mary Gerlinger Gary & Sue Kaufman Lori & Robert J. Ponec, M.D. Jerry & Cheryl Wolfe

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Hematology Oncology of Salem, LLP Hattie B. Kremen Estate Ron & Ann Lyman Pacific Pathology Associates, Inc. Radiation Therapy Consultants, PC Turner Construction Company Dr. & Mrs. Thomas Winkler

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**1896 Society** To honor the year Salem Hospital opened its doors, the 1896 Society was created to recognize individuals who have 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.

#### Moya McKeehan Joseph LaFreniere & Maureen McNabb Martin Morris Tina Morris Mountain West Investment Corp. Kristen & Rick Myers On-X Life Technologies, Inc. Oregon Electric Construction, Inc. Oregon Refuse & Recycling Association Lindsay & Sherri Partridge Portland General Electric Co. Mrs. Editha Rowell Salem Gastroenterology Consultants, P.C. Salem Hospital Auxiliary Ed & Rita Sather Scott Edwards Architecture Beverly & Jimmie Smith Bette & David Stewart Steven & Marcia Taylor Terumo Cardiovascular Systems Nikki Thomas Dr. Nicole VanDerHeyden & Mr. Dwight Stone Pierre & Maria VanDerHeyden Vanguard Charitable **Endowment Program** On behalf of the Barb & Paul Gehlar Community Enrichment Fund Mark & Meg Weiss Wild Pear Downtown, LLC Dr. Anda Yangson Kelly & Pete Yunker

#### Morse Society \$500 - \$999

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1896 Society Members: Anonymous

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