

February 2010



*Deborah Ameen*

Dear Friend,

Our community has made a profound difference in regional healthcare! We want to share with you some of the successes made possible in 2009. It has been a remarkable year. Thanks to all of our supporters!

The Asante Foundation's revenues were up 41 percent over 2008. Contrast this with an average 17 percent reduction in health and human services funding nationally. Our foundation accepted donations from 1,737 individuals and businesses and generated \$3.4 million in revenues, including \$1.6 million in grants, making progress on major initiatives in cancer care, behavioral health, and children's health possible.

**TomoTherapy**, the highest level of radiation oncology, came online at Dubs Cancer Center in April after a successful two-year campaign that earned \$1,429,000. Along with generous donations from our community, 100 percent of our radiation oncologists and the entire Dubs staff contributed.

**Behavioral healthcare** remains a challenge. With a coalition of safety net clinics and agencies—and your help—we are making a difference. **A new facility is needed**, along with community support to care for people with mental health issues. A \$250,000 **Regence Foundation** grant funds a **Health Navigator** program that has reduced the number of repeat Emergency Department visits.

**Children's health is a top priority.** Extensive groundwork was laid in 2009 for a much-needed **Neonatal Intensive Care Unit expansion**. A lead gift of \$150,000 jump-started the capital campaign.

In 2009 **Rogue Valley Medical Center and Three Rivers Community Hospital became the first hospitals in Oregon to be accredited by Det Norske Veritas (DNV), the first and only hospital accreditation service approved by the Center for Medicare Services. DNV holds hospitals to the highest standards of safety and performance.**

The community has been incredibly generous, and granting agencies have been responsive to our requests. Our successes are also a direct result of our bright, creative, diligent, and committed clinicians and employees, whose initiatives are so worthy of support. It's a good story, and we are proud to share it.

*With deep appreciation,*



Deborah Ameen  
Chief Development Officer





## RAISING FUNDS AND FUN!

The past year was loaded with great fundraising efforts by Children's Miracle Network—everything from balloon sales and high school “boy” pageants to a Hot Air Balloon Rally, Miracle Nights, a Radiothon, Casino Night and much more. Generous businesses and individuals gave selflessly of their time, talent, and treasure, and together we raised \$467,085.

Your donations make it possible for our youngest patients to receive top-notch medical care close to home. Among the items purchased were a new neonatal transport isolette and gurney for our transport teams; new bassinets for Three Rivers Community Hospital's Family Birth Center; a level-one rapid transfuser for our Pediatrics Department, and Giraffe beds and a Neofax dosing interface for the Neonatal Intensive Care Unit. Thank you for making miracles happen in 2009!

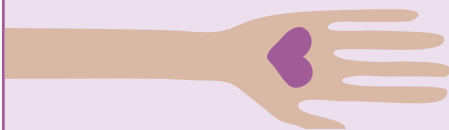
## 2009 REPORT ON GIVING

### Grants and Giving Boost Access to Mammography

Rogue Valley Medical Center (RVMC) and Three Rivers Community Hospital (TRCH) were awarded grants from the Susan G. Komen for the Cure Foundation in 2009 and also benefited from the fundraising efforts of two local businesses. The Komen grants, \$39,995 to RVMC and \$25,000 to TRCH, are being used to encourage low-income women to get annual mammograms. The Human Bean coffee stands in Jackson and Josephine counties donated \$22,897—profits from one day's sales—to enable low-income women to get mammograms. In Jackson County the proceeds went to a dedicated mammography fund, and in Josephine County they strengthened the Connie Fiske Memorial Fund. In addition, Ray's Food Place stores in Josephine County raised nearly \$7,000 to add to the memorial fund.

### Stereotactic Breast Biopsy Technology Now at TRCH

Thanks to donor generosity, Josephine County women who need a stereotactic breast biopsy can now get one close to home. A matching gift by **Chris and Stuart Freedman of Fire Mountain Gems** in Grants Pass was joined with donations from numerous individuals and businesses and challenge awards from the **Four Way and West Family foundations**, which together surpassed the original \$50,000 fundraising goal. A stereotactic biopsy, which is less invasive and less expensive than an open surgical biopsy, is used to take samples from a lump that cannot be felt during a breast exam but can be seen on a mammogram or an ultrasound. The technology is also available at Rogue Valley Medical Center.



We invite you to join our Circle of Friends—people who commit to having a lasting impact on healthcare—by making an annual donation of \$1,000 or more.

As a Circle of Friends member, you will be invited to donor appreciation events, receive invitations to special events, and be recognized on the main donor wall. And if ever you're a hospital inpatient, you'll be visited by a Foundation staff person and receive a gift.

# THE FAMILY HOUSE ATTRACTS CONTINUING SUPPORT

The Grants Pass Association of Realtors (GPAR) annual golf tournament was a great success, raising \$11,000 for The Family House Endowment Fund. The Family House is a home away from home for out-of-town patients being treated at Three Rivers Community Hospital and their families. It was through GPAR's efforts that The Family House was constructed in 2008.

Local Latter Day Saints churches adopted The Family House early on and continue to supply kitchen staples monthly. In 2009, under the leadership of Madge Johnson, church members donated 600 volunteer hours to complete the landscaping. Thank you!



## GRANTING AGENCIES PROVIDE VITAL SUPPORT

Government and private foundation grants play a critical role in determining how much good we can do for the health of our communities. We were gratified in 2009 to be awarded \$1.6 million in funds that will touch the lives of patients throughout the Asante service area. Here are additional grants not mentioned elsewhere in this report:

The **Health Resources and Services Administration (HRSA)** awarded two grants, both for partnership efforts:

- A \$750,941 **Telehealth Network** grant will be used by home care agencies in five counties. Telehealth will improve outcomes for discharged elderly patients and reduce hospital readmissions and Emergency Department visits using home health care and home-based health coaching.
- A \$374,623 **HRSA Rural Services Outreach** grant was awarded to Three Rivers Community Hospital for work with home care agencies from three counties to prevent unnecessary hospitalizations for patients with congestive heart failure.

A \$54,000 **Care Oregon** award will improve patient care processes for glycemic management for diabetes patients and for post-operative nausea and vomiting.

A \$30,000 **Period of PURPLE Crying** grant from the **Children's Trust of Oregon** will provide parent education to prevent shaken baby syndrome, the most common cause of death in child abuse cases. This vital effort is in partnership with four hospitals, three federally qualified health centers, and seven other community partners.

## Recognizing Community Leaders

Each year the Asante Foundation celebrates individuals and one nonprofit organization for their contributions to healthcare and the greater community. We again salute our 2009 award winners:

**Carpenter Award, Jackson County:**

April Sevcik

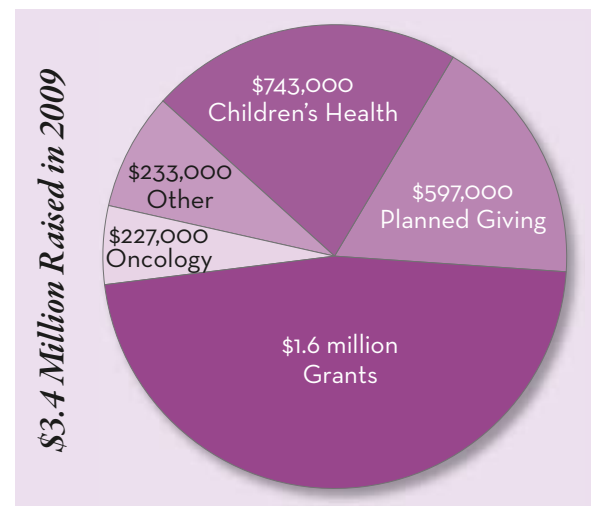
**Spears Awards, Josephine County:**

Chris and Stuart Freedman, community

Tom Turek, MD, healthcare

Linda Hugle, education

Josephine Community Libraries, Inc., nonprofit



# 2009 REPORT ON GIVING



**MAKING A PLANNED GIFT  
TODAY ENSURES THE  
GREATEST GIFT OF ALL  
TOMORROW: HIGH-QUALITY  
HEALTHCARE FOR  
FUTURE GENERATIONS.**

The **Circles of Distinction**, named for individuals who made a lasting impact on regional healthcare, honor the generosity of those who are continuing to do so.

**The Reverend Benjamin D. Dagwell Circle: \$500,000+**  
Bishop Dagwell was the first president of the Rogue Valley Memorial Hospital Board of Directors, 1958.

**The Edwin R. Durno, MD Circle: \$100,000+**  
Dr. Durno was the first president of the Rogue Valley Memorial Hospital's medical staff, 1958.

**The Harriet Winton Circle: \$25,000+**  
Mrs. Winton was Rogue Valley Memorial Hospital's first Auxiliary president, 1958.

The **Circle of Life** represents those individuals who have included Rogue Valley Medical Center and Three Rivers Community Hospital in their estate plans. For more information on planned giving, go to [www.circleoflifeasante.org](http://www.circleoflifeasante.org)

The **Circle of Friends** includes those who donate \$1,000 or more annually to the Rogue Valley Medical Center and Three Rivers Community Hospital Foundation.

Your planned gift can provide you with a financial benefit as well as give you the opportunity to safeguard the future of healthcare in our communities. Leave a lasting legacy and ensure the well-being of your children, your grandchildren, and the generations to come.