



2018

# *Donor Impact Report*

FORTY YEARS OF IMPACT

# A LOOK BACK



## 2018 Donor Impact Report

# *forty years of impact*

Your support matters! Huntsville Hospital Foundation has raised more than \$66 million since 1978 – **all thanks to generous donors like you.** In celebration of our 40th anniversary, we want to honor our past by sharing the impact of donor gifts over the years. The enclosed pages highlight 40 Foundation-funded initiatives—none of which would be possible without community support.

We are pleased to report that philanthropy continued to make a tremendous impact on our hospital in 2018. Donor contributions totaled more than \$5.4 million, with more than \$4.3 million in funding provided for Huntsville and Madison Hospitals. This critical funding – and your gifts – help ensure that our hospitals can continue meeting the health care needs of our growing community.

We are excited to share these funding highlights from fiscal year 2018, and examples of the equipment and programs made possible by philanthropy. We hope you will take a few moments to explore these pages, and to see how your gifts help countless patients every day.

As we look to the future, we know that philanthropy will make an even deeper impact on our hospitals in the years to come. **Thank you for helping to continue the Foundation's strong legacy of giving that began so many years ago.** We are truly grateful for your support, and hope you will join us as we embrace the next 40 years!

With gratitude,



Libby L. Shadinger, MD, Chairman  
Huntsville Hospital Foundation Board of Trustees



Candy C. Burnett, CFRE, President  
Huntsville Hospital Foundation

## How your dollars

*made a difference*  
in fiscal year 2018



Hospitals cannot afford to provide all of the equipment that is necessary without support from the community ... I think it's extremely important for the community to realize that and to understand that they are a part of what is happening here – that by their donations, they do become part of this facility and of what happens to patients like me. It's those donations that make these kinds of things available. And, especially to have it right here in Huntsville is wonderful.”

– Patricia Latham,  
grateful Huntsville Hospital  
Cardiac patient

### Total FY 2018 Foundation Funding for Huntsville & Madison Hospitals and Hospice Family Care

Women & Children.....	\$1,508,073
Nursing & Radiology .....	\$ 337,474
Cardiology Services.....	\$ 190,677
Surgical Services .....	\$ 305,984
Emergency/Trauma Services .....	\$ 181,230
Madison Hospital.....	\$ 271,214
Hospice Family Care/The Caring House .....	\$1,249,722
Other Departments.....	\$ 163,983
Patient Assistance .....	\$ 125,683

**TOTAL ..... \$4,334,040**

### Did you know?

100% of your gift benefits the hospital program or department of your choice! You can trust that your dollars make a real difference for Huntsville and Madison Hospital patients.



\$431,000

The 2018 Huntsville Classic raised a record \$431,000 to provide a second Kids Care transport ambulance, and the lifesaving equipment onboard. The vehicle transports critically ill and injured children and infants from area hospitals to Huntsville Hospital for Women & Children.



\$5,500

Inflatable colon for community education and outreach: This mobile, attention-grabbing education tool gets people talking about colon cancer and disease, and increases awareness about the importance of screenings and early detection.

## 2018 Equipment Funding Highlights

We are excited to share several key purchases from the past year. This listing is not all-inclusive, but is a sampling of the cutting-edge equipment made possible by community support.

<b>Endoscopic video system</b> for ER/Trauma .....	\$58,371
<b>5 Giraffe incubators</b> for the Neonatal ICU <i>made possible by Swim for Melissa</i> .....	\$134,201
<b>Joint replacement operating table</b> for Madison Hospital's Surgery Department <i>made possible by Party in the Park</i> .....	\$87,403
<b>Vein illuminator</b> for Outpatient Chemotherapy Clinic <i>made possible by The Lifesaver Club</i> .....	\$4,962
<b>Telemetry system</b> for Cardiac Rehab.....	\$119,469
<b>3D mammography system</b> for the Breast Center <i>made possible by the Liz Hurley Ribbon Run</i> .....	\$340,000
<b>Pediatric simulation manikin</b> for the Pediatric ICU <i>made possible by the Huntsville Hospital Auxiliary</i> .....	\$49,394
<b>2 dialysis machines</b> for the Dialysis Unit.....	\$29,973
<b>4 ventilators</b> for the Neonatal ICU <i>made possible by the Jane K. Lowe Charitable Foundation</i> .....	\$100,000
<b>Blanket warmer</b> for Pre-op.....	\$8,122
<b>Defibrillator</b> for the Respiratory Care Unit .....	\$10,281
<b>3 Glidescope intubation systems</b> for Anesthesia .....	\$46,129

**\$340,000**



3D mammography system for the Huntsville Hospital Breast Center, made possible by the Liz Hurley Ribbon Run: This cutting-edge diagnostic technology makes breast cancer easier to detect, particularly in dense breast tissue. The Huntsville Hospital Breast Center is now fully 3D-capable – all thanks to generous donors!

**\$1.2 M**



Thanks to generous community philanthropists, the Foundation is providing a total of \$5.5 million in funding for the construction of the Inpatient Hospice facility, which opened in November 2017. Capital campaign and equipment funding of more than \$1.2 million was provided for Hospice Family Care's inpatient and outpatient programs, and The Caring House, in FY2018.

# forty years of impact

## PROVIDING COMPASSIONATE CARE

**1. The Caring House**, a program of Hospice Family Care at Huntsville Hospital, offers bereavement support for children and teens, giving them the freedom to express themselves through many forms of active and engaging therapy and group sessions.

**2. Memorial Funds:** The Labor & Delivery Unit's **Baby Dinosaur Room** is a private place for families to grieve after the loss of a baby. The **Aarav Singh Memorial Fund** provides meal vouchers and parking tokens for Neonatal ICU parents. The **Wells Clayton Whitworth Memorial Fund** provides financial assistance for burial and bereavement services for families in need, after the loss of a newborn. *Pictured: Kelley and Chad Whitworth*

The **"Resolve Through Sharing"** program also supports parents who suffer the loss of an infant. Donated wedding gowns are repurposed as infant burial gowns; and donations to the Melissa George Neonatal Memorial Fund provide memory boxes to hold precious keepsakes – a lock of hair, tiny footprints and handprints, and other cherished items.

**3. The Oncology Unit Solarium** was made possible thanks to a generous grant from the Jane K. Lowe Charitable Foundation. Cancer patients and their families can relax in the Solarium and utilize laptop computers and other amenities.

**4. The Chris Kisor Bereavement Room** provides families with a private place to mourn the loss of a loved one who passes away in the Emergency Department.

**5. Huntsville Hospital's Bereavement program** is tailored to meet the needs of patient families dealing with the loss of a loved one. An annual Service of Remembrance is held for the families.





## ENHANCING PATIENT EXPERIENCE

**1. The Child Life program** greatly enhances the pediatric patient's hospital experience. Child Life specialists provide emotional support and diversionary techniques designed to alleviate the fears of young patients with toys, games and activities, a 24/7 movie channel, and video game systems.



**2. The Dr. Frank Crim Compassion Fund for Children with Cancer** provides care packages for children upon their cancer diagnosis, as well as video games, toys and activities at our St. Jude Affiliate Clinic. The fund also provides family events, "No Mo Chemo" parties, and a Wall of Heroes for patients who have completed their treatment.



**3. Senior Horizons volunteers** make thousands of "**Sew Healing**" pillows each year to comfort our patients: therapeutic pillows for post-surgery heart and mastectomy patients, "smiley face" pillows for pediatric patients, rice-filled pillows that can be heated for sore joints and muscles, and special pillows designed for patients with ports.

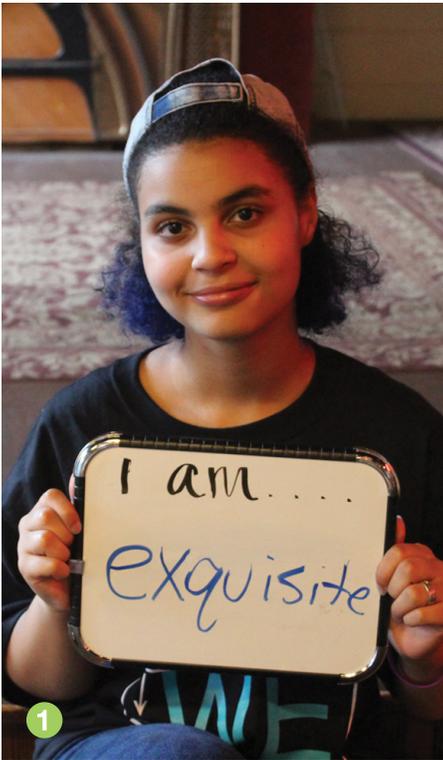


**4. Babies born at Huntsville and Madison Hospitals** receive a **HALO SleepSack** to aid in the prevention of Sudden Infant Death Syndrome (SIDS). The program is funded by Dynetics, Inc.

**5. December babies** born at Huntsville and Madison Hospitals go home in a festive **Christmas stocking**. This is a favorite holiday tradition made possible by Foundation donors!

**6. Madison Hospital's "Forget Me Not" program** provides Alzheimer's awareness and caregiver training for every member of the hospital staff. The hospital also offers a conference for the community-at-large.

# forty years of impact



## PARTNERING IN HEALTH CARE

**1.** The Foundation leads a task force of area mental health organizations to increase awareness about suicide. **SPEAK** — Suicide · Prevention · Empowerment · Awareness · Knowledge — offers educational programs for students, school faculty and staff, physicians, and parents.

**2.** The Foundation partnered with the Boxmasters Group of Leadership Huntsville Class 30 to develop a mobile app, **SPEAK North Alabama**, to complement the program's educational offerings. The app provides links to warning signs, "what to say," and links to suicide hotlines.

**3.** The Foundation partners with the Junior League of Huntsville, Huntsville Public Library and Snail on the Wall to sponsor the **BIRTHday Books** program. Newborns and NICU infants at Huntsville and Madison Hospitals are gifted with several items including the book, "Goodnight Moon," and an application for the baby's first library card, to promote the many health and developmental benefits of reading to children.

**4.** The Foundation and The Caring House are partnering with the GEMS Group of Leadership Huntsville Class 32 to launch

a **Caring House/SPEAK** educational program for children and teens who participate in after-school programs at area nonprofit organizations.

**5.** In 2009-2010, the Foundation partnered with the Wellness Center and the Junior League of Huntsville to offer "**Kids in the Kitchen**" for students in Title I schools to learn about nutrition and exercise.



## FUNDING INNOVATION

**1.** The Melissa George Neonatal Memorial Fund funded an **Infant Nutrition Lab** for the Neonatal ICU. Nutrition technicians calculate the fortifiers that need to be added to mother’s milk, and then mix feedings to give infants the caloric strength they need to grow and thrive.

**2.** To aid law enforcement officers, who are often the first to arrive at the scene of a serious automobile accident or act of violence, the Foundation funded the purchase of **tactical first aid kits** for all Huntsville and Madison Police, and

Madison County Sheriff’s Department squad cars.

**3.** Proceeds from the 2016 Huntsville Classic supported the **North Alabama Neuro-Stroke Network**, a telemedicine program led by Huntsville Hospital. TeleStroke technology allows a Huntsville Hospital neurologist to see and talk to the patient and their physician at an affiliate hospital. This means the patient gets the treatment they need faster, thereby reducing the risk of death or disability.

**4.** Two high-tech **Simulation Labs** – at the hospital’s Corporate University and in the Labor & Delivery Unit – provide training for nurses, physicians, and other clinical staff. The labs feature patient manikins and simulation technology that are utilized to enhance patient care skills.

# forty years of impact

## EXTENDING THE WALLS OF THE HOSPITAL

1. Proceeds from the 2011 Huntsville Classic funded the purchase of a **Mobile Medical Unit** that is utilized for corporate screenings, outreach in underserved communities, and as a Mobile Homeless Clinic providing cost-free, on-site diagnostic medical care.

2. The Foundation funded the purchase of Huntsville Hospital's **First Heart Transport Ambulance**. The ambulance is equipped to transport and treat acutely-ill cardiac patients en route to the Emergency Department where a team of cardiac care specialists is waiting.

**Car Seat Safety Specialists**, funded by the Foundation, host weekly clinics for parents to ensure that child and infant car seats are installed correctly.

3. In 2014, Madison RV donated a pink RV for the Breast Center staff to use for community breast cancer awareness, outreach and fundraising events. **"Pinkie"** also accompanies the hospital's Mobile Medical Unit on community screenings and outreach visits.

4. In 2004, generous grandfathers funded the purchase of the first **Kids Care pediatric critical care transport ambulance**. Gifts given in honor of their grandchildren provided the ambulance, which transports critically ill and injured children and infants from area hospitals to Huntsville Hospital for Women & Children.





# MAKING A LASTING IMPACT

**1. The Liz Hurley Breast Cancer Fund** provides the latest in diagnostic technology for the Breast Centers at Huntsville and Madison Hospitals. A patient assistance fund helps patients in need. And, the Surviving & Thriving Program is designed especially for breast cancer patients post-treatment.



**2. The Melissa George Neonatal Memorial Fund** has provided virtually every piece of equipment in the Neonatal ICU, plus programs like Beads of Courage, the NICU Family Liaison, bereavement necklaces and support groups for parents grieving the loss of their infant.



**3. The ICU Waiting Area**, funded by the hospital's employee giving group – the Lifesaver Club – is a comfortable place for families of ICU patients to gather and relax between patient visits. The waiting area is equipped with laptops, sleeper chairs, blankets, showers and locker space.



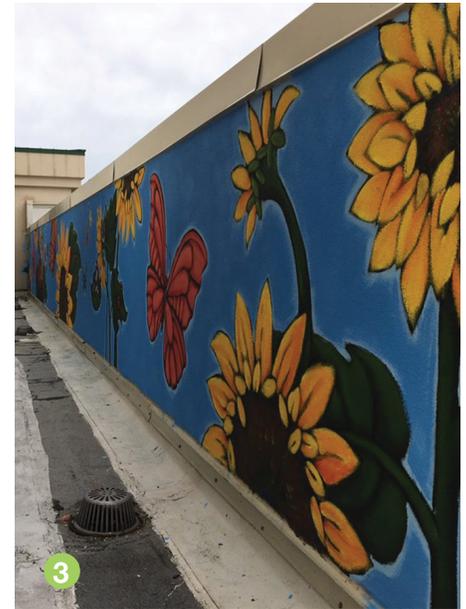
**4. The Leonard & Ila Mitchum Cardiovascular Fund** was established in 1998 when the Mitchums made an extraordinary \$1 million donation to the Foundation. Their legacy gift provides critically needed technology for the hospital's cardiovascular program.



The Lifesaver Club's **Employee Emergency Fund** provides financial support to employees who have suffered catastrophic emergencies. The fund has been a blessing to hundreds of employees over the years.

**5. The Foundation manages 21 Endowed Named Funds**, established by generous donors: 2 cancer patient assistance funds, 9 scholarship funds for hospital employees, 1 cardiac rehabilitation scholarship fund for patients, 8 funds that support equipment purchases, and 1 fund that supports an annual Alzheimer's Symposium. *Pictured: Robin Lanier Stewart, whose memorial fund provides medication assistance for cancer patients*

# forty years of impact



## HEALING THROUGH THE ARTS

**1.** In 2003, “**Circle of Peace,**” a beautiful bronze sculpture of children playing, was installed at the entrance of Huntsville Hospital for Women & Children. The sculpture was funded by generous grandmothers who made donations in honor of their grandchildren. Josie O’Meara led this effort.

**2.** The **Music Therapy program** provides physical, mental and emotional benefits for patients in the hospital’s Pediatric Audiology department,

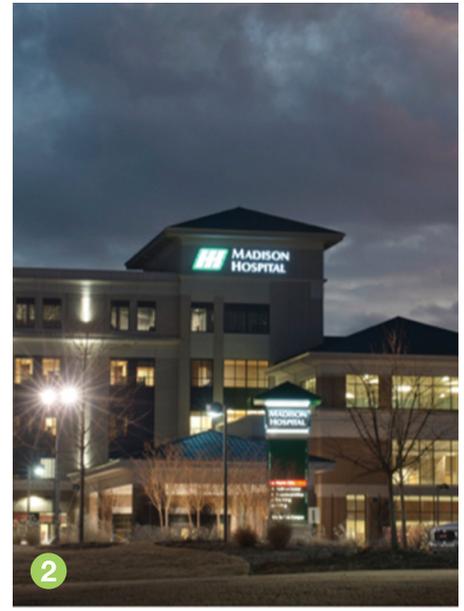
St. Jude Affiliate Clinic, Palliative Care Unit, Outpatient Chemo Clinic and Inpatient Hospice facility.

**3.** The Foundation commissioned the painting of beautiful **murals** in four hospital areas: the Joint Camp exercise room, the Pediatric and Antepartum Units, and Kids Kamp, located on the patio outside the Huntsville Hospital for Women & Children cafeteria. The murals help to ease patient stress, and are a pleasant diversion from the hospital setting.

**4.** The **Arts in Medicine program** features music, visual arts, creative writing and other arts media designed to alleviate fear and anxiety, and enhance the patient experience. The program currently serves Pediatric and St. Jude Affiliate Clinic patients, moms in the Antepartum Unit and Inpatient Hospice patients.



1



2



1



2

## INVESTING IN CAPITAL CAMPAIGNS

**1.** Thanks to generous community philanthropists, the Foundation is providing \$5.5 million in funding for the **Inpatient Hospice facility**, which opened in November 2017. The facility has been a blessing to terminally ill patients and their families, meeting the physical and emotional needs of the patients, as well as providing peace of mind for their loved ones.

To commemorate Huntsville Hospital's 100th anniversary in 1995, the Foundation Board of Trustees initiated the **"Second Century Endowment Campaign"** to fund the long-term needs of the hospital. The endowment has grown substantially over the last two decades, with a current balance exceeding \$32 million. Investment income generated by the endowment will benefit our patients for many years to come.

**2.** The Foundation provided significant funding for equipment and furnishings when Madison Hospital opened in 2012. Donations also funded the **Healing Garden**, a welcome respite from the hospital setting that is appreciated by patient families and hospital staff.

# A LOOK BACK





## OUR MISSION

Huntsville Hospital Foundation works to **inspire** philanthropic partners to **invest** in medical technology and programs that advance Huntsville Hospital's mission to **improve** the health of those we serve.

(256) 265-8077 | [huntsvillehospitalfoundation.org](http://huntsvillehospitalfoundation.org)



### WATCH NOW!

Learn more about how donors have impacted Huntsville Hospital over the past 40 years. *Simply open the camera app on your phone, hover it over this QR code and enjoy a short video!*



*Thank you*

**for helping us continue the Foundation's legacy of giving.**

We hope you will join us as we embrace the next 40 years of community support.

**Invest in the future of Huntsville Hospital now!**

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_ One-time gift of \$ \_\_\_\_\_

\_\_\_\_\_ Sign up for monthly giving! (auto debit) \$ \_\_\_\_\_/month

\_\_\_\_\_ Check (payable to Huntsville Hospital Foundation)

\_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_ Security code \_\_\_\_\_

Designation: \_\_\_\_\_

*Your gift will go to the area of greatest need if a program or department is not listed.*

Please detach this portion and return with your gift.

Huntsville Hospital Foundation | 801 Clinton Avenue East, Huntsville, AL 35801

You may also make an online donation at **[huntsvillehospitalfoundation.org](http://huntsvillehospitalfoundation.org)**.

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