

2019 Donor Impact Report



INSPIRING INNOVATION



INVESTING IN TECHNOLOGY



IMPROVING PATIENT LIVES

2019 DONOR IMPACT REPORT

As we enter a new era of Huntsville Hospital Foundation's history, we are experiencing exciting and inspiring change every day. Just as our community is growing, the Foundation continues to expand in its impact and reach. I'm so honored to be serving as the Foundation's president, and I'm excited to go work alongside an amazing team of staff, board and volunteers. And, I'm motivated by the amazing generosity of donors like you.

We are grateful you choose to invest, through the Foundation, in Huntsville Hospital's mission to improve the health of those we serve. My life and the lives of our patients – our families, friends and neighbors – have been enriched through your gifts. Your contributions ensure the Foundation can continue to provide cutting-edge technology and programs, and to ensure our community's legacy of caring keeps pace with our exponential growth.

Throughout 2020 we will be celebrating Huntsville Hospital's 125th year of continuous service to patients across our region. Our hospital is a huge part of our community's success, and your resources and time have brought us to where we are today — and where we will go in the future.

Thank you!



Sarah H. Savage-Jones
President

POWERFUL PROGRAMS

Donor gifts make these meaningful programs possible, impacting patient lives every day:



Madison Hospital's new **Forget Me Not Alzheimer's Program** is helping employees better communicate with and care for patients with Alzheimer's or dementia thanks to innovative, immersive training.

"One out of three seniors will die from Alzheimer's or dementia, and it is now the sixth leading cause of death – more than breast and prostate cancers. Without support from Foundation donors, we can't continue to provide the education and tools needed for our healthcare team, and it makes a difference!"

— **Mary Lynne Wright,
Madison Hospital President**



Provided 12-week rehabilitation scholarships to 100 cancer patients following treatment through the **Wellness is Medicine** program.

The **Canines for Coping** program launched, making Huntsville Hospital the first in the state of Alabama to offer a facility dog program. Our first facility dog, **Asteroid**, brings comfort and joy to patients every day.

"Before their tonsillectomies, my children Eli (5) and Ava (3) were treated to a visit from Asteroid. I know that facility dogs are trained to calm patients and relieve their anxiety, but the truth is I was actually the one who needed to be calmed down that morning, and Asteroid definitely did just that!"

— **Jessica Johnson, grateful mom**



NEW & NOTABLE

These are just a few examples of new, high-tech equipment that wouldn't exist without donor support:

Technologists are performing up to 50 ultrasounds a day, more accurately and in less time, thanks to a new **ultrasound machine and three ultrasound upgrades** at Huntsville Hospital Breast Center!



Madison Hospital patients no longer have to experience anxiety and claustrophobia during their next MRI thanks to a new **high-tech MRI-compatible Anesthesia System**. This is a great comfort and resource for the 6,800 patients who have an MRI exam at Madison Hospital each year.



Donor gifts provided six new **treatment recliners** for the St. Jude Affiliate Clinic at Huntsville Hospital. The new chairs will be used during more than 1,400 infusions annually, keeping our young patients more comfortable while they receive treatment close to home.



Huntsville Hospital for Women & Children's new donor-funded **Infant Nutrition Lab** is the first and only facility of its kind in North Alabama! The lab provides a safe, aseptic environment for preparing breast milk for use in the hospital's Level III Neonatal Intensive Care Unit.

GRANTING NEW POSSIBILITIES

The Foundation received \$648,652 in grant funding in FY19, enabling key projects like the Parkinson's Care Clinic and the Highly Infectious Disease Response Unit.



The new **Highly Infectious Disease Response Unit** is now in place thanks to a grant from the Alabama Department of Public Health. If there is ever a case of Ebola, SARS or another infectious disease in our region, the ER now has a designated negative pressure three-room unit, safety equipment and the intensive training needed to triage patients in a safe way before transporting them to the regional treatment center at Emory University Hospital.

WHERE YOUR DOLLARS MADE A DIFFERENCE IN FY 2019

Total Foundation Funding for Huntsville & Madison Hospitals and Caring for Life

Women & Children	\$1,611,234
Nursing & Radiology	\$117,733
Cardiology Services	\$208,545
Surgical Services	\$224,517
Emergency/Trauma Services	\$195,129
Madison Hospital	\$264,837
Hospice Family Care/Caring House	\$1,220,614
Other Departments	\$367,905
Patient Assistance	\$107,302

TOTAL

\$4,317,821

FIVE

creative ways to give

Fact: When you donate to Huntsville Hospital Foundation, 100% of your gift benefits the hospital department or program of your choice!

1

SIGN UP FOR MONTHLY GIVING

Your gift will automatically be charged each month, spreading out the impact of your gift in an easy, effortless way!

2

AGE 70 OR OLDER?

Utilize your IRA's required minimum distribution to donate while reducing your taxable income! You can make a contribution of up to \$100,000 annually from your IRA account to help the patients of Huntsville Hospital.

3

LEAVE A LASTING LEGACY AT HUNTSVILLE HOSPITAL

Establish a planned gift through your will, estate plan or a charitable gift annuity to ensure that our impact and mission continues.

4

MAKE A DONATION IN MEMORY OF SOMEONE

When you give a memorial gift, you're helping future Huntsville Hospital patients have access to the level of care they need and deserve.

5

CELEBRATE YOUR BIRTHDAY WITH US

Host a Facebook fundraiser for HHF on your next birthday and your friends' gifts will really add up! 100% of money raised will benefit the hospital fund or program of your choice.

Want to keep it simple? You can give online any time at huntsvillehospitalfoundation.org!

CONTINUE YOUR IMPACT IN 2020!

A gift of any amount will make a difference in the lives of the patients we serve.

Name _____

Address _____

Phone _____

Email _____

One-time gift of \$_____

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

- Visa
- MasterCard
- AmEx
- Discover
- Check

Credit Card # _____

Exp. Date: _____ / _____

Security Code: _____

Designation _____

Your gift will go to the area of greatest need if a fund is not listed.

Please detach this card and return with your gift to:

Huntsville Hospital Foundation
801 Clinton Ave. East, Huntsville, AL 35801

You may also make a donation online at
huntsvillehospitalfoundation.org/impactreport

Did you know?

Huntsville Hospital is a not-for-profit regional hospital that receives no city, state or federal tax support, and relies on philanthropy to fund its capital and operational needs.

To learn more about the patients impacted by your giving,
visit huntsvillehospitalfoundation.org/our-stories



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