

RAISED TO DATE \$4,000,000

GOAL \$10,000,000

## Philanthropy Matters

### Capital Campaign: *We're on our way . . .*

Last fall as we began the quiet phase of our capital campaign for our new regional hospital and Thayer Comprehensive Outpatient Center, our goal of raising \$10 million to match the Alfond Foundation Challenge seemed ambitious and distant in a tough economy. We began asking people to imagine what this transformation of health care in our community would mean for them, for their families, friends and neighbors. We asked them to imagine the incredibly powerful juggernaut this project would unleash to jumpstart our strained economy. We told them the truth – that this new hospital is a game changer for the Kennebec Valley.

The response has been nothing short of inspiring. A mere four months later we have reached \$4 million in commitments toward our goal. In this issue of *Philanthropy Matters*, you will read about some of the remarkable and, in many cases, unprecedented commitments that have led us to this point – donors who are reaching deep and making inspirational commitments because they understand that this is a once-in-a-lifetime opportunity that will shape health care here for generations to come.

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### Kennebec Savings Bank: *A Steadfast Partner for the Long Haul*

In one of the earliest and most significant gifts to date, Kennebec Savings Bank's Board of Directors voted to support our campaign with a magnificent



pledge of \$500,000. This vote of confidence rocketed us to the one-million-dollar threshold and set the stage for many others to follow suit. Mark Johnston, Kennebec Savings Bank's CEO and the chairman of our capital campaign, summarizes the bank's decision this way: "This new hospital is the most significant project any of us will see in our lifetimes. We had to support it in a big way." Half of this pledge – \$250,000 – will stand as a challenge. Kennebec Savings Bank will match, dollar for dollar, all commitments to the campaign by other financial institutions. "It is important that all of the area banks and credit unions do their part to support this campaign."

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*"Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it."*

- Johann Wolfgang von Goethe

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# Capital Campaign

*continued*

This is just the beginning. On June 18 we will celebrate the launch of the public phase of our campaign (read more on page 5). We will honor our early lead donors and hopefully inspire new ones. We hope you will join us on our journey. Please call us or visit our brand-new campaign website to learn more, to contact us or to make a gift.

Thank you for imagining with us,



Lisa Hallee  
Vice President for Philanthropy

## Campaign at a Glance

We began the quiet phase of our campaign in the fall of 2010 with the approval of our certificate of need for the new regional hospital/Thayer Comprehensive Outpatient Center. As of April 10, 2011 we have gathered almost \$4 million in commitments including:

- \$1.3 million from our business community
- \$1.8 million from families and individuals
- \$950,000 from our doctors and nurses

# Capital Campaign Goes Live!

Check out our new capital campaign website ([www.give.maine-general.org](http://www.give.maine-general.org))



Our site is the place for news and updates on our campaign and our project. We will highlight local vendors and subcontractors engaged in construction, project renderings, details on the economic impact of this undertaking, news on Thayer and what's staying in Waterville, donor profiles, our campaign video and much more.

You'll see the familiar faces of some of the business and community leaders who support the campaign and learn about what motivates them to give. You can watch campaign progress as gifts from our communities move us steadily toward our \$10 million goal, every dollar of which will be matched by the Harold Alfond Foundation.

The site will be updated as the campaign evolves, so visit often to stay current on the latest developments.

*imagine with us . . .*



"I imagine close-to-home access to the care she'll need for childhood's bumps and bruises."

Allison and Megan Gallagher,  
mother & daughter, Randolph

# Kozak & Gayer Steps Up



Front row from left: Joe Kozak and Ben Townsend  
Back row from left: Michael Burian, Allana Bailey, Mike Seitzinger, Steven Johnson and Julius Ciembroniewicz

Kozak & Gayer, P.A. has made an extraordinary commitment of \$100,000 to support MaineGeneral's campaign for the new regional hospital – their largest philanthropic investment ever. As members of the only law firm in Maine specializing in health care law, Joe Kozak and his partners Ben Townsend,

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*“We hope other members of the business and professional communities in central Maine will be motivated by the same spirit of civic and community mindedness that motivated us to support our community hospital.”*

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Mike Seitzinger, Julius Ciembroniewicz and Steve Johnson understand well the challenges that faced MaineGeneral's effort to build this new regional hospital. "Having been at [MaineGeneral CEO] Scott Bullock's side during the early stages of what seemed then an impossible dream, I am absolutely delighted to be a part of making the new hospital a reality," firm founder Joe Kozak said. Scott echoed this sentiment saying, "Joe has been working on this for so many years that this is truly as much his win as ours." Kozak and Gayer hopes their commitment will inspire others to step up. "We hope other members of the business and professional communities in central Maine will be motivated by the same spirit of civic and community mindedness that motivated us to support our community hospital," Kozak said.

## Annual Fund: Always an Important Piece

Our work of caring for the people of the Kennebec Valley continues while we are building for our future. Each and every day, MaineGeneral provides essential services that keep the pulse of our community strong. The Fund for MaineGeneral helps to make that possible. Make a difference today with your gift. You can direct your support to a specific program such as hospice care, cancer care, women's health, the Alzheimer's Care Center and more.

Your dollars do good work, every day. All gifts make a difference, both large and small!

You can make your gift by visiting [www.mainegeneral.org](http://www.mainegeneral.org) or by calling the Office of Philanthropy at 207-861-8676.

Thank you!

# Augusta Fuel Company Commits to the Kennebec Valley



Marc, Zach, Paula, Nick & Connor Lacasse

Augusta Fuel Company (AFC) has a rich history. Originally formed as Augusta Ice Company in 1888, it has evolved over decades in order to stay relevant and serve its patrons well. Transitioning into coal near the end of the century, AFC eventually moved into liquid fuels and LP gas to become the reliable local provider it is today.

A willingness to see where the market is going, what the need will be and how to accommodate it is what drives AFC's success. It's that same willingness to embrace the impact of change that led AFC President Marc Lacasse to commit to the largest philanthropic gift in the company's history to benefit

MaineGeneral's new regional hospital capital campaign.

"We've committed to \$100,000 over five years," Lacasse said. "We are pleased to be making such a significant leadership gift to this important project."

Lacasse sees the advantageous implications of the new facility – from its ability to attract new, young physicians as a wave of retirements draws near, to the immediate economic impact it will have by putting contractors and construction crews to work, purchasing as many materials as possible from local vendors, and ensuring state-of-the-art care for generations to come.

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*"We've committed to \$100,000 over five years. We are pleased to be making such a significant leadership gift to this important project."*

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"This isn't just about now. It's about future generations and staying relevant to meet the health care demands of our area." Lacasse said. "Augusta Fuel has thrived because it was willing to change, embrace possibility and provide a resource for evolving

community needs. This new hospital will do the same for patients, for my employees, our customers and my family. As both a business and a family man, that's a worthwhile investment."

In communities as vibrant and engaged as those in central Maine, there is never a shortage of valuable initiatives that can only succeed with help from those they benefit. Over the years Marc has made commitments on behalf of AFC to aid in making many key community resources a reality – Team Cony, the Kennebec Valley YMCA and the Harold Alford Center for Cancer Care among others.

This most recent gift is a continuation of AFC's generosity and an extension of its caring for the communities that have relied upon them for years – first for ice, then for heat and now for health.

## Paul and Alison Gagliardi: Grateful Givers



Like many of you in the Kennebec Valley, Paul and Alison Gagliardi are a hard-working, unassuming couple who have made their home and raised their family in central Maine. They believe in the value of family, friends and community.

The Gagliardis recently made a wonderfully generous gift to support the new regional hospital. They have agreed to share their story and, in doing so, their valuable perspective on the changing medical landscape in our community.

The Gagliardis moved to central Maine in 1989 from New Haven, CT, after Paul completed his studies at the Yale School of Medicine and a residency and fellowship at Yale-New Haven Hospital. Since then, Paul has practiced at Mid-Maine Medical Center/MaineGeneral Medical Center as part of Mid-Maine Radiology, a five-person radiology group. Alison is a registered nurse currently working at Colby College. The couple has three adult daughters.

Paul and Alison used a deferred charitable gift annuity added to an outright gift to make a more significant total contribution to the campaign. This proved to be a valuable gift for them as well, as it creates a fixed income stream to help them ease into retirement.

The Gagliardis say they made their gift for two reasons, the first is gratitude for the opportunity to practice medicine here in central Maine. "This was my first job and I was very fortunate to find a great group of well-trained referring physicians, up-to-date imaging technology and a hospital organization that has always been committed to providing for the medical needs of the community," Paul said. "MGMC has been an enlightened institution and always tried to provide a full spectrum of medical services, even those services that are financially challenging."

The second is to set an example in the hope of inspiring others to consider supporting the project as well. "We are low-profile, private people," Paul continued. "Neither of us would be a great salesperson, and neither of us likes arm-twisting. We try to influence others by educating and setting an example. If we can commit to supporting the new regional hospital/Thayer Comprehensive Outpatient Center, so can others. For the sake of patients and families, this project should be supported by the physician community. Even if a

particular physician never works there, the new hospital is the best way to preserve the local specialty care we have enjoyed in the past and to build new specialty care for the future."

It is deep roots within and commitment to central Maine that prompted the Gagliardis to consider an early and significant leadership gift to support the project. "We realize that for many in the Waterville area, the new regional hospital is an imperfect solution. We believe that instead of turning away from it, we should turn to it and support it fully. We need to remind ourselves that many of the things we value the most in our lives were made valuable by the influence of commitments others have made in the past."

*Dr. Paul Gagliardi is on our Campaign Steering Committee and is helping to lead the charge for our \$1.5 million Medical Staff Challenge.*

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*“For the sake of patients and families, the new regional hospital should be supported by the physician community.”*

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*Turn the page for more information on planned giving.*



The Kennebec Circle recognizes and thanks MaineGeneral's tremendously loyal friends and associates who have made an important commitment to its future through bequests, charitable trusts and gift annuities. Throughout history these gifts have played an essential role in MaineGeneral's economic stability and continued success. To explore gift planning options that might be right for you, please call Director of Gift Planning and Major Gifts Kate O'Halloran at (207) 861-8673 or contact her by email at [kate.ohalloran@mainegeneral.org](mailto:kate.ohalloran@mainegeneral.org).

## Nurses Supporting Our Campaign

Nurses topped the Annual Gallup Honesty and Ethics survey list for the 11th year running in 2010, which isn't news to us given the caliber of MaineGeneral's nursing staff. Hear why they have joined our Nurse Challenge for the Capital Campaign in support of the new regional hospital and Thayer Comprehensive Outpatient Center.

**Christina M. Kling, RN** is a new addition to MaineGeneral and a new donor – one of the first to make a generous contribution to our Nurse Challenge. Christina cares for patients at Glenridge and is proud to be a part of what she calls a warm and welcoming team.

"To support this new hospital is to support our communities, our family and friends and to look toward a future of growth and progress. I want to be proud of where I work and trust the place I bring my loved ones for care. I do believe I have found that here at MaineGeneral."

*"As a Registered Nurse, I feel a commitment to continue to advocate for patients in our community in a different way — by offering even modest financial support."*

*- Sharon Dow*

**Sharon Dow, RN** has been with MaineGeneral for 30 years and has grown along with the organization every step of the way. Beginning as a night-shift ED Unit Secretary at Augusta General, Sharon pursued her associate's degree and then her bachelor's in nursing. MGH supported her professional growth through its tuition reimbursement program and today Sharon serves our patients as a skilled nurse manager.

"I will forever be grateful for MaineGeneral's support of my professional growth and for my colleagues across campuses who have become lifelong friends. I hope my gift will represent my loyalty to the patients and families in our community, and help to make our dream of a state-of-the-art facility come true. I appreciate the opportunity for nurses to unite and take a lead in this way."

imagine with us . . .



"I imagine the new hospital will provide our young people with more opportunities to stay in Maine."

Mona Stearns,  
KVCC Nursing Student, Fairfield

# Event Update

## Celebrate. Inspire. Launch!

Saturday, June 18  
6-11 p.m.  
Harold Alfond Center  
for Cancer Care

Please join us on June 18, 2011 for an elegant and fun evening of great food, great music, gratitude and inspiration as we celebrate the launch of MaineGeneral's Capital Campaign.

We will gather at the Harold Alfond Center for Cancer Care to honor our early and incredibly

*imagine with us . . .*



"I imagine the convenience of going to one place for all my testing and treatments."

John Morin of  
John's Market, Waterville

generous donors and inspire others to join them as we ask our community to imagine with us what our new regional hospital and Thayer Comprehensive Outpatient Center will mean for the future health of the people we love.

During this festive evening, guests will be treated to the culinary prowess of MaineGeneral's skilled Food and Nutrition team who will serve up succulent, hearty hors d'oeuvres – apple-smoked bacon-wrapped scallops, Asiago chicken profiteroles and fresh mozzarella-stuffed marinated tomatoes – just to name a few.

The night begins with a 6 p.m. cocktail hour and musical accompaniment by Marcia Gallagher; after a brief program at 7 p.m., local favorite, the School Street Band, will take the stage and get your feet moving as we dance our way toward our \$10 million to match the Harold Alfond Foundation Challenge!

*Invitation to follow*

## Best of the Blues

Saturday, April 30  
7:30-10 p.m.  
Augusta Civic Center,  
North Wing

Few things bring a community together like the soulful stylings of talented musicians. On April 30 you have the chance to enjoy the Best of the Blues as Roger Pomerleau hosts an event that summons the skills of the following talent: The Colwell Brothers Band; Pat Pepin, First Lady of Sax and the Mojo Mamas; Pam Baker, Maine's Queen of the Blues; and Kevin Kimball and Deb Danuski, founders of the Maine Blues Festival.

Tickets are \$20 and available in the gift shops at MaineGeneral Medical Center's Augusta and Thayer campuses and at Club 223 in Hallowell.

For more information contact Roger Pomerleau at 430-2801; [Roger.nrf@roadrunner.com](mailto:Roger.nrf@roadrunner.com).

All proceeds from this entertaining evening will be donated in support of MaineGeneral Health's new regional hospital and Thayer Comprehensive Outpatient Center. We thank Roger for his generosity in providing a unique opportunity for people to support this transformational project.

# PHILANTHROPY MATTERS

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