Philanthropy CARTNERING WITH YOU TO SUPPORT A HEALTHY COMMUNITY.

Farms, Forks & Friends: An evening of fun and fundraising

Leaving a Legacy

In this issue.

A Giving Heart Remembered

MaineGeneral Health



Summer

2019



Office of Philanthropy - left to right: Ashley Tetreault, Victoria Abbott, Linda Allen, Sarah Kalagher and Nicole McSweeney

We hope this issue of

Greetings from the Office of Philanthropy

Dear friends,

It has been more than six months since Sarah has come aboard the Office of Philanthropy team. In that short time, we have met with many of you and have been humbled by your generosity. We've seen the real impact you have on our community and on our work at MaineGeneral. We've welcomed our new Proposals & Grants Specialist, fully rounding out the team (p. 3). If you are receiving *Philanthropy Matters* for the first time, welcome! We want to thank you – for your gifts of both time and treasure.

Your gifts of all shapes and sizes have helped dreams become a reality for so many of our patients and staff. Whether it is replacing infusion chairs at the Harold Alfond Center for Cancer Care (p. 7) or volunteering your time to comfort the people sitting in them, your gifts matter and we are excited to share their impact. MaineGeneral continues to strive for excellence – and we would love to share some recent recognition with you (p. 4). It has been inspiring to see what can be accomplished when giving hearts gather; our annual Farms, Forks & Friends event raised more than \$69,000 (p. 9) to support four deserving health causes. Philanthropy Matters finds you well and that inside you see the impact of your generosity. Thank you – the work we do every day would not be possible without your support. If we have not had the pleasure of meeting with you, please reach out – we are just a phone call or email away and getting to know all of you is the best part of the work we do.

Warm summer wishes,

mh \$ Nish

Sarah Kalagher & Nicole McSweeney philanthropy@mainegeneral.org 207-626-1809

Philanthropy Matters

Greetings from the Office of Philanthrony

Welcome, Ashley!3
Awards and Recognition4
Volunteer Highlight 5
The Gift of Transportation5
Remembering John Bridge6
A Community that Cares7
Holiday Cheer8
Farms, Forks & Friends9
Planning for Tomorrow13
Box Out Cancer14
MaineGeneral Hospice Celebrates 30 Years as Maine's First Medicare-Certified Hospice Program14
Community Events15
Annual Fund Support 201916
Annual Campaign Donors18



Welcome, Ashley!

The Office of Philanthropy is pleased to welcome our new Proposals & Grants Specialist, Ashley Tetreault!

Ashley holds a bachelor's degree in Business Economics from the University of Maine at Farmington and an MBA in Project Management from Southern New Hampshire University. Ashley was born and raised in Spencer, Massachusetts, and has lived in Maine since 2006. She loves spending time with her family and friends and is a devoted New England sports fan.

Since joining the Philanthropy family in February, Ashley has had the opportunity to meet many wonderful people, learn about the exciting and impactful work happening at MaineGeneral and get some early wins, including working with six departments to submit 15 applications and securing \$309,629 in grant funding so far!

Ashley is excited to be a part of this team and the MaineGeneral community and is looking forward to a prosperous future.

Awards and Recognition

MaineGeneral continues to work to meet the needs of our community. We know that our friends, family and neighbors want to receive the best care and have a positive experience while getting it. Quality care can mean a lot of things, and we work on all of them. We are incredibly proud of the work we do and that your generosity supports. The recognition we have received speaks to the strides we have made and to our staff bringing their excellence to work, every day.

Healthgrades analyzed more than 45 million Medicare medical claims records over the last three years* to determine its hospital quality ratings. MaineGeneral achieved top grades:



MaineGeneral Medical Center earned an "A" on the Spring 2019 Leapfrog Hospital Safety Grade. Developed under the guidance of an expert panel, the Leapfrog Hospital Safety Grade uses 30 measures of publicly available hospital safety data to assign letter grades to more than 2,600 U.S. hospitals.



Women's Choice also gave MaineGeneral 2019 America's Best Awards, recognizing MaineGeneral for:



WOMEN'S CHOICE AWARD* AMERICA'S 100 BEST HOSPITALS FOR PATIENT EXPERIENCE



WOMEN'S CHOICE AWARD* AMERICA'S BEST HOSPITALS CANCER CARE



WOMEN'S CHOICE AWARD AMERICA'S BEST HOSPITALS ORTHOPEDICS

Volunteer *Highlight*

Dora Dostie understands the importance of giving back. Giving of both her time and treasure, you can find Dora on Tuesday afternoons at the Harold Alfond Center for Cancer Care (HACCC).



She and the nine other volunteers in medical oncology spend their time comforting those confined to these chairs, providing snacks, warm blankets or just company to those receiving treatment. In between patients, she wipes down the chairs knowing they are so much more than just a place to sit. Dora began volunteering in 2010 after losing her husband, Karl, to lung cancer. Since that time she has donated more than 1,800 hours in service to the HACCC. Dora, and the 350 volunteers like her, are an essential part of the MaineGeneral team – we are thankful for their support.

In 2018, MaineGeneral Medical Center *Volunteers*- contributed **39,470** hours. Thank you!

Dora Dootie

The Gift of Transportation

In January, our Gray Birch facility was fortunate to receive the gift of a wheelchair-accessible van from the Prescott family and Team EJP. The van was donated in memory and honor of Gail Santerre, a Gardiner resident, teacher and field hockey referee. Peter Prescott's generosity will allow residents to be transported more easily to their doctors' appointments and activities. Use of the van will be shared with our other long-term care facilities to maximize the benefit for all patients. Both staff and patients in our long-term care facilities are happy to receive this gift and are grateful to the Prescott family for thinking of our patients during their time of grief.

EJP representative, left; Paul Arbour, Administrator Gray Birch, right



Remembering John Bridge

Those who knew John knew his commitment to his passions. John was a friend to MaineGeneral since his first gift in 1968. While he was known for his community leadership in construction and the City of Augusta, to us he was a friend. Often, over the course of his 30 years of giving, he would stop by the Office of Philanthropy just to say hi or share his chocolatecovered coffee beans. He would chat with everyone and anyone and liked to keep up with the state of affairs around the office and MaineGeneral as a whole. He never said an unkind word and was always encouraging people to be more and do more – all for the greater good of the community. When the Harold Alfond Center for Cancer Care and the Kennebec Valley YMCA were being constructed, John was actively involved in both capital campaigns, excited and committed to the city he loved. He will be missed by us here at MaineGeneral and by the community he elevated and embraced.

Act justly Love mercy Walk humbly

These are the words John lived by.

A Community that Cares

There isn't much of a bright side to receiving chemotherapy treatments. Often the treatment is as daunting as the disease itself, requiring being confined to a chair for hours on end. Deb Bowden. Administrative Director of Oncology at the Harold Alfond Center for Cancer Care (HACCC) and her team seek every opportunity to ease this discomfort for their patients. They dreamed of one day replacing the chemotherapy chairs patients have used since the HACCC opened in July 2007. After 12 years of providing rest and support to patients undergoing infusion treatments, the chairs had begun to show their age. But finding the funding to replace these chairs with models that offered enhanced features for greater patient comfort was a challenge - until the community rose to it.

Sue Hanna, a MaineGeneral volunteer and Augusta Country Club Women's Golf Association (ACCWGA) member, who also belongs to MaineGeneral



Medical Center's Auxiliary and the HACCC's Patient and Family Advisory Council, was instrumental in the association's work to raise money for this project. This was deeply personal for Sue, as her mother received treatment in the very chairs being replaced.

Sue got to planning and the ACCWGA charity golf tournaments raised \$23,500 over two years, kick starting a community fundraising campaign. In Spring 2018, giving hearts gathered at the annual Farms, Forks & Friends fundraiser and an additional \$16,689 was raised in one evening. Last fall, more than 1,000 community members came together at the 15th annual Walk for Hope and closed the gap needed to purchase 23 brand new chairs.

The new chairs are patient-tested



and approved with built-in heat and massage, power recline, footrest, double side tables and sides that open 180 degrees for easy patient transfers.

It may sound pretty simple but there isn't much comfort to be found during cancer treatment; these small kindnesses have made a big difference for our friends, family and neighbors receiving cancer treatment in our community.



Holiday Cheer

It was a particularly rainy day in November when the Philanthropy phone rang. On the other end of the line, an associate from A.C. Moore in Augusta wondered if we had any use for toys and leftover holiday inventory. Our development officer, Victoria Abbott, jumped on the opportunity. She braved the weather to make several trips – both to MaineGeneral and Bridging the Gap, Augusta's warming center.



There's no question their donations were put to good use. The Edmund N. Ervin Pediatric Center (pictured above) expressed their gratitude. "The entire Pediatric Center would like to send our gratitude to A.C. Moore for the generous donation of toys, games, art supplies and so much more! As you can see in the photo, our PT/OT staff was so very excited to be able to have some new things to use with their patients. It was like Christmas for our play therapist who couldn't wait to use some of the art supplies with her patients." Thank you, A.C. Moore, for the thoughtful donation!

At MaineGeneral, we are proud to take care of our community – and our own employees and volunteers. During the holidays, MaineGeneral's Hospital Employee Action Response Team, or HEART Committee, sponsors a Holiday Assistance Program for employees and volunteers who, because of sudden unplanned crises, need help making the season bright for their families.



This year, 61 MaineGeneral families from across the health system received gifts, heat and/or groceries, thanks to 43 generous departments and countless staff/volunteers who contributed, shopped, wrapped and dropped off their gifts at Le Club Calumet in Augusta.

One family sent this thank-you note to the HEART Committee: "The generosity of this program is overwhelming and wholeheartedly appreciated. Speaking personally, I can assure you the gifts will make the grandkids' Christmas very special."

The Holiday Assistance Program is special to employees, too. "Seeing the gratitude on recipients' faces reminds me of what the spirit of giving is all about," said one employee who volunteers on gift pick-up day. Another said, "We never know when something life-changing might happen and we will need help. I feel lucky to be part of an organization where we take care of each other. It's a privilege to help fellow employees in need and pay it forward."





Farms, Forks & FR[®]ENDS

On April 27 our community came out in their best Derby wear 230 strong to enjoy a farm-totable dinner in support of four important MaineGeneral Health causes.

In the end, Farms, Forks & Friends once again demonstrated incredible community collaboration that should make us all proud. Sponsors, farmers, vendors, and dozens of volunteers partnered to bring this evening of community caring to life. That's truly something to celebrate!

Kennebec Savings Bank \$5,000 BONUS

The crowd itself really rallied for their causes by moving their horses along the tally track! By the end of the evening, all four were close to the finish line and the final tally had Substance Use Disorder Treatment Support scoring the coveted Kennebec Savings Bank \$5K bonus!

\$100

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M



jiving hearts gathered here



Philanthropy Matters | 11

Thank you to our sponsors and to the collective generosity of everyone who contributed to Farms, Forks & Friends by attending, donating that evening or gifting ahead of time. Because of you, all four of our causes can make great strides toward meeting patient needs:

- CenteringPregnancy; sponsored by G&E Roofing: their \$13,761 will support program facilitation and help purchase materials such as education tools and medical equipment. These resources are desperately needed as we look to grow and support this program and care for the well-being of both moms and babies in our communities;
- Comfort Care at Glenridge; sponsored by Augusta Fuel Company: With \$15,336 in contributions, they look forward to enhancing the end-of-life patient and family experience by constructing

an addition at the entry to the wing that includes a family room, kitchenette, porch and patio to support access to fresh air when some families need it the most;

- Prevention & Health Living (PHL); sponsored by J.S. McCarthy Printers: \$17,076 will help purchase equipment, program supplies and support staff time to support health education programs into more communities:
- Substance Use Disorder Treatment; sponsored by O'Connor Auto Park: Recovery is a lifelong journey. \$23,051 will help this program with funding basic needs to stabilize the patient. Meeting basic needs such as clothing, food, toiletries, transportation, medication and temporary housing will help us address this community epidemic.



Heartfelt thanks to our sponsors:

- Augusta Fuel Company
- Dave's Appliance
- Enchanted Gables
- G & E Roofing Co., Inc.
- Golden Pond Wealth Management
- Hight Ford
- J.S. McCarthy Company, Inc.
- Kennebec Savings Bank
- Marshall Tent & Event Center
- O'Connor Auto Park
- Performance Foodservice -NorthCenter
- SMRT Architects & Engineers
- Skowhegan Fleuriste
- Skowhegan Savings
- Wipfli I MACPAGE

Hearty thanks to our contributing farmers & vendors:

- Christopher Hastings Confections
- Commonwealth Poultry
- Fredrickson Farm
- Green Thumb Farms
- Hay's Maple Shack
- Huhtamaki
- Kate's Homemade Butter
- Maine Grains
- Marden's
- Mousam Valley Farms
- Springworks Farm
- Valley View Farm

Planning for Tomorrow

Mark and Judy Johnston are no strangers to MaineGeneral. If you visit the Alfond Center for Health on any given Friday, you may find Mark playing the piano in the main lobby waiting area. If you've had a loved one stay in one of our inpatient rooms, Judy may have visited you as one of our H.E.L.P. volunteers. Mark and Judy first met at the University of Maine at Orono. Mark was in a service fraternity and Judy in a service sorority. It comes as no surprise that what brought them together was giving back to others and they have continued to do so over the years.

Giving back through volunteering is just one of the many ways the Johnstons support their community. Both Mark's and Judy's lives - like so many others - have been touched by cancer. For this reason, when Mark was approached to chair the capital campaign for the building of the Harold Alfond Center for Cancer Care (HACCC), he felt it was a calling. He reorganized his priorities and dedicated himself to raising \$5 million for the HACCC. After exceeding that goal and raising more than \$8 million, it was no surprise he was asked to chair the capital campaign for the building of the Alfond Center for Health. Another successful campaign and three years serving on the MaineGeneral Health (MGH) board later, Mark continues to give back and invest in the community that he and Judy love.

No stranger to philanthropic giving, planning a gift to MaineGeneral seemed like a no-



brainer for the Johnstons. "I just don't think it's fair that our passions should stop getting money just because we are gone," Mark says. "We may be gone, but the need is still there." Mark and Judy are passionate about carrying on their investment in the health of the community they care so much about and so it was important to them that they include MaineGeneral in their estate plan.

Individual circumstances can dictate what the best plannedgiving vehicle is for you or your family. Gift annuities and qualified charitable distributions are great options. "Why is planned giving so uncomfortable?" Mark asks. "It can be a hard subject, yet it is so important to talk about. Talk about it with your loved ones – what is the legacy you want to leave?"

If you are interested in learning more about leaving a lasting legacy, we would be happy to discuss it with you. Reach out to us at 207-626-1809 or email us at philanthropy@mainegeneral.org.

Box Out Cancer

Lawrence High School's "Box Out Cancer" game more than doubles its success in its second year!

After two weather-related reschedules, the Lawrence High School varsity girls basketball team met Mt. Blue on the court in pink T-shirts supporting MaineGeneral's Harold Alfond Center for Cancer Care (HACCC). This event, now in its second year, raised a record breaking \$1,300! Coach Greg Chesley attributed this success to both the supportive community and diligence of the Lawrence Athletic Boosters Club. The Lawrence Boosters pulled together T-shirt sales, raffles and pink ribbon sales for those attending the game. They also organized the "halftime" show, which was a piece of comic relief tied to the seriousness of cancer. Beloved science teacher Eric Brown suited up in padding and helmet and ran around the basketball court with a grocery cart while community members - mostly youth - attempted to toss tennis balls into the cart for a prize! Not only was this an entertaining piece of the night, it also successfully engaged younger community members!



How did Lawrence High School go from \$500 to \$1,300 in one year? Cathy Bourque from the Boosters echoed Coach Chesley's accolades of the donation for the pink ribbon instead of selling for one dollar. Cathy noted it really changed the mindset of donors. The pink ribbon program was extended to all youth basketball games on Saturday for weeks leading up to January's game. All pink ribbons were then hung in the high school gym. Cathy also attributed the 50/50 raffle that night to the success of the bottom line – the generous winner donated their portion back to the cause!

MaineGeneral and the HACCC sincerely appreciate the grassroots work of community events like Box Out Cancer at Lawrence High School and the impact they have on engaging youth to give back to causes close to their heart.

MaineGeneral Hospice *Celebrates*-30 Years as Maine's First Medicare-Certified Hospice Program



Supporting Comfort & Choice

Laughter, tears and celebrations. Birthdays, weddings, camp fires, traditions and vacations. These are the memories and moments that make up a life. In 2018, MaineGeneral Hospice served 824 patients. 824 lifelong family stories and endings that MaineGeneral's Hospice team helped write. MaineGeneral Hospice was established in 1989 as Maine's first Medicare-certified hospice program. What began with three nurses and a social worker has grown to include more than 60 full-time-equivalent staff; a multi-disciplinary team of nurses, social workers, hospice home health aides, chaplains, therapists, alternative therapy providers and bereavement counselors. During the past 30 years, this team has been part of countless families' journeys and provided support to both patients and loved ones as their stories came to a close.

Hospice care is not easy work; it requires a special person capable of compassion, empathy and a skill set specialized to end-of-life care. We are incredibly fortunate to have a team of individuals dedicated to this work.

MaineGeneral Hospice has adapted to the needs of our community and the individual needs of those we serve. We will continue to evolve and respond to the needs of our patients. Services have grown to bring the latest in comfort measures into patient homes. Specialty services now include massage therapy, expressive arts, bedside music, pet therapy and spiritual support.

In 30 years, a lot has changed. But what hasn't changed is our staff's passion and dedication to providing holistic care to our patients and their loved ones. The hospice team is committed to giving their patients a full life until the very end.

Community Events

Darling's Pink Plate Promotion

October 2018

Darling's Augusta

Beneficiary: Harold Alfond Center for Cancer Care (HACCC)

Thank you, Darling's Augusta, for presenting the HACCC with a \$900 check! Darling's holds a pink plate promotion each year where anyone who purchases a vehicle from Darling's can make a \$100 donation to a cancer charity in their area. Many customers chose to support the HACCC! Thank you to Darling's and our community members for their continued generosity and support!





Tacoma Lakes Quilters

Jan. 20, 2019

Litchfield

Beneficiary: HACCC

Thank you, Tacoma Lakes Quilters, for your donation of \$760 to the HACCC! The Tacoma Lakes Quilters honored a friend's memory by making a quilt and raffling it to raise money in support of fellow cancer patients. We appreciate your time, talent and dedication to our community!

Pine Tree Quilters Guild

The local chapter of Pine Tree Quilters Guild, represented by Gloria Jameyson, donated nine beautiful quilts to patients of the Harold Alfond Center for Cancer Care. Members of this statewide group donate their time one night a month to quilt for local families who have lost their homes due to fires, along with individuals served by domestic violence projects, local homeless shelters, cancer care centers and church groups. Thank you, Gloria, and all of the talented quilters who help so many in our community!

Accepting the beautiful quilts from Gloria are Victoria Abbott, development officer, MaineGeneral Office of Philanthropy (left) and Kim Smith, manager of oncology services, Harold Alfond Center for Cancer Care (right).



Annual Fund Support 2019

We enjoyed gathering on June 12 to celebrate the ending of our fiscal year and our President's Circle (PC) contributors. Their gifts of \$1,000 or more to our annual fund have become increasingly important as we navigate the ever-changing health care landscape. We have seen membership grow to 178 from last year's 147; their support has provided an impressive \$292,932 foundation for our annual campaign. These dollars are directed according to each member's preference, ensuring their gift makes its most meaningful impact.

As a not-for-profit, MaineGeneral relies on its annual fund to:

- Enhance our ability to subsidize mission-driven work that is essential to the health and safety of our communities but often at a neutral or financial loss to our system (i.e. mental health and substance use disorder services, charity care);
- Meet emergent needs as they arise (i.e. replacing failed equipment); and
- Continue supporting the services that are most important to you, your families, businesses and employees.

As you consider your philanthropy for the year ahead, we hope you'll think of MaineGeneral and the system of care we extend to the 190,000 lives we serve. We invite you to join us in caring for one another with a gift of support to the area most meaningful to you.

Giving Options at MGH: Which way is right for you?

There are many ways to make a gift in support of community care. Here are some examples – see which one feels like a good fit for you!

- **Sustaining Member:** make a convenient monthly contribution of any amount to MaineGeneral's annual fund through automated deductions from your credit card, debit card or bank account.
- Partnership Program: plan your year by committing to both annual and event support in one conversation. Knowing your commitment ahead of time allows us to maximize mutual benefit and enhance recognition of your total contribution throughout the year, all while providing reliable income for MaineGeneral

If you'd like to join the President's Circle but \$1,000 feels like too much today, consider a smaller sustaining gift given on a monthly basis. Visit give.mainegeneral.org/sustaining to learn more.

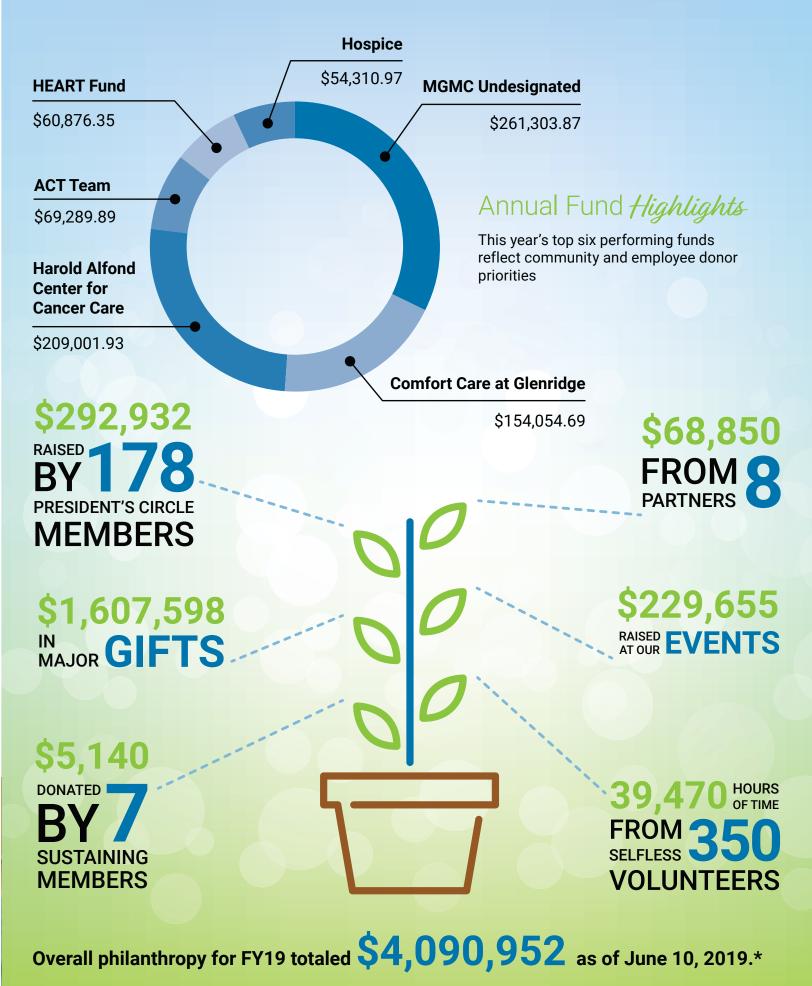
services. This year eight partners contributed \$68,850, lending to the success of all our efforts: the annual fund; Walk for Hope, our cancer awareness walk; and Farms, Forks & Friends which benefitted numerous important patient programs!

- Event Sponsorship: focus your philanthropy on a specific event and enjoy the broad benefits of event promotion (flip to page 12 to see our most recent event and sponsorship supporters).
- **Planned Gift:** leave your legacy of caring through estate planning (see page 13 to learn more about one common and mutually beneficial method!)
- Major Gift: make a major impact with a gift of \$5,000 or more to a program or service of most meaning to you. Major gifts in a noncapital campaign year are on the rise as donors recognize opportunities to meet emergent needs through special-project and programmatic support. Others' major gifts are motivated by an understanding that, like for many not-for-profits, resources are tight and every dollar donated can and will be put to use in the organization's area of greatest need by the organization. That flexibility is priceless!

If you are interested in learning more about any of the options above, please contact Sarah Kalagher at 626-7234 (sarah.kalagher@mainegeneral.org) or Nicole McSweeney at 621-9307 (nicole.mcsweeney@mainegeneral.org) to explore what approach makes the most sense for you, your family or business.

Nicole McSweeney and President's Circle member, Bob Rowell





* Includes grants

Annual Campaign Donors

7/1/18 - 5/2/19



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- *These donors are members of the Kennebec Circle, which recognizes the loyal and committed benefactors, friends, retirees and associates of MaineGeneral who have made an important commitment to its future through gift planning, in the form of a bequest, trust, annuity or estate plan.





35 Medical Center Parkway Augusta, ME 04330

Save the date

to gather, walk and heal together

Saturday, October 12, 9 a.m. Mill Park, 32 Northern Avenue, Augusta

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