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Philanthropy

Partnering with you to support a healthy community.

In this issue... Gratitude in the time of COVID-19

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A Community that Cares

Meet Our Day of Hope Marshals

MaineGeneral Health



PhilanthropyMatters serves as a newsletter to MaineGeneral's supporters and friends. Information is written by MaineGeneral's Philanthropy and Marketing staff.

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Welcome, Lindsey!

Lindsey McCormick joined the Office of Philanthropy as the Development Officer in January 2020. Lindsey joins us with previous experience in sales, government and minor league sports. Since joining the team, Lindsey has helped plan our Employee Combined Campaign, our virtual Day of Hope, and helped to facilitate COVID-19 donations from the community.

Lindsey is a volunteer wish granter for Make-A-Wish Maine and enjoys running, music and spending time on Messalonskee Lake. In February, she ran the Disney Princess Half Marathon and is now learning how to play the guitar. She currently resides in Sidney with her beloved mini Goldendoodle, Jules. Lindsey looks forward to the day when she is able to meet you all in person without masks on!





Dear Friends,

What a year it has been! The COVID-19 pandemic has changed so much about our lives, from the way we do our work to the way we spend time with our families. There is very little that hasn't been impacted in some way by the virus. What hasn't changed — and what has shown like a light in these dark times — is the resiliency and compassion of our community. We have been humbled by the outpouring of support and love for our health care heroes (page 4). And we've been amazed by those same heroes who, amid the chaos and uncertainty of a global pandemic, rallied together to raise \$459,000 in support of their community (page 18).

Throughout this year of constant change, we have dedicated ourselves to adapting and developing creative solutions so we can continue to provide the community with the highest-quality, patient-centered care while expanding our safety protocols.

With each adaptation and advancement in how we care for our friends, families and neighbors comes cost. We had been on pace to have a great fiscal year before the pandemic. Even with federal assistance from the CARES Act, we ended our fiscal year in June with a \$10 million deficit.

We need your help more than ever. The strong foundation from our long-time supporters has steadied our ship as we navigate these troubled waters. If you've taken the time to support us during this time – we are so thankful! If you haven't yet had a chance, there's still time to consider MaineGeneral among your year-end charitable priorities (page 7).

What we've learned and continue to see demonstrated throughout all of this is that our community stands with us. **We are so grateful.**

With warmth and safe wishes,

Nich \$ South

Nicole McSweeney & Sarah Kalagher

P.S. While we aren't able to visit or hold events, we need to stay connected! Share your email with us at philanthropy@mainegeneral.org or give us a call 207-626-1809 – we love to chat!



We continue to be inspired and grateful for the outpouring of support from our community during this challenging time. Here, we highlight just a few of the many individuals and businesses who have stepped forward to stand with us and let us know we are not in this fight alone.

Shaw's Augusta

Shaw's Augusta joined us early one morning to distribute snack packs and flowers to our hospital workers!

Hallowell Feeds the Hospitals

Patrick Cunningham helped raise money to bring joy to our hospital employees, as well as support local Hallowell businesses. Hallowell Feeds the Hospitals made weekly deliveries of food, candies or flowers to bring smiles to the faces of our staff!

Dunkin' Joy Foundation

At the start of the pandemic, The Dunkin' Joy Foundation and Franchises donated \$1,100 in Dunkin' gift cards, 48 boxes of K-Cups and 192 bags of ground coffee to MaineGeneral's local heroes. These were enjoyed and appreciated by many MaineGeneral employees.

Thank you.

MaineGeneral Initical Care Uni

Blue Hearts for Healthcare Heroes!

The ShineOnCass Foundation partnered with HealthcareHeroes, a national grassroots effort, to recognize and support health care employees around the U.S. during the COVID-19 pandemic. The foundation donated blue heart stickers for local health care heroes as a reminder that the community, and the country, appreciate and applaud their kindness and heroism.

Homemade Face Masks

its and aweso

Throughout COVID-19, we have been so fortunate to have many hands donating handmade masks for our health care heroes in non-clinical areas. One individual, Deb Hazen, has sewn and delivered hundreds of masks to the hospital. Renee Cote, pictured here, provided care to one of Deb's family members and complimented the face mask that Deb was wearing. Following that visit, Deb made Renee her own trout face mask as a thank you for the excellent care she provided!

Local Dunkin' Franchises

The local Dunkin' franchises in Oakland, Waterville and Winslow, along with their customers, came together to raise money to donate Boxes of Joe to health care and public safety workers throughout the pandemic. Weekly, coffee was delivered to the Thayer Center for Health or MaineGeneral Express Care in Waterville! Thank you to our local Dunkin's!





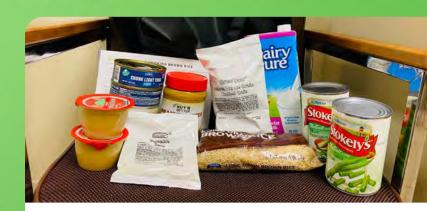
Maine Cancer Foundation

COVID-19 didn't stop cancer or the need for our patients to get treatment. It did make it scarier for our patients in treatment who have vulnerable immune systems to go to the grocery store after receiving their chemotherapy. With this \$10,000 grant, we were able to establish a mini food closet with nutritious foods at our Harold Alfond Center for Cancer Care.



Harvard Pilgrim

Financial support in the amount of \$10,000 helped us keep our Community Health Workers, who are 100 percent grant funded, working and providing special support to our Rehabilitation and Long Term Care patients by screening at building entrances and delivering food and groceries.



John T. Gorman Foundation

Food and transportation are challenges that our patients face daily, challenges that were amplified tenfold during COVID-19. With this generous \$25,000 grant, we could provide additional support to our patients who were having trouble getting food or getting to their appointments.

New England AIDS Education & Training Center Program

Depression, anxiety, PTSD and substance use are things we have become more concerned about with COVID-19. With this \$50,000, we have allocated more resources to mitigating the impacts of these challenges for our Horizon Program patients.



United Way of Kennebec Valley

The financial burden and supply chain issues caused by COVID-19 made it challenging for our harm reduction clients to purchase much-needed personal hygiene products. With this \$1,015 grant, we were able to purchase, assemble and distribute hygiene packs in an effort to help reduce the spread of COVID-19.





The Coronavirus Aid, Relief, and Economic Security Act (CARES) Act includes tax incentives for charitable giving.

- Individuals can now receive an above-the-line income tax deduction of up to \$300
- Businesses can now deduct up to 25 percent of taxable income
- Individuals can deduct 100 percent of their adjusted gross income for the 2020 tax year

These changes were made to bolster non-profit giving during these tumultuous times and to provide tax relief to donors in 2020. Be sure to discuss with your financial advisor how these changes may affect you.

Reminders About Year-End Giving

Gifts being mailed USPS must be postmarked by 12/31/20.

Gifts made online using a credit card may be made as late as 12/31/20. You should receive an immediate confirmation of your gift at the email address you provide; use this confirmation as your receipt.

The gift date for stock or mutual funds transferred electronically is the date the shares arrive in MaineGeneral's account. At year end, many brokerage companies are overwhelmed with transactions. Please allow time for the transaction transfer and call our office at 207-626-1809 to ensure proper credit.



Interested in making a gift via stock transfer?

• For broker transfers: DTC#: 0075 Account #63494701 Kennebec Wealth Management FBO: MaineGeneral Health

Gifts of every size make a difference and we hope you'll consider a gift to the area that means the most to you. Make your gift securely online at give.mainegeneral.org or mail to:

MGH Office of Philanthropy PO Box 828 Waterville, ME 04903

To learn more or make your gift online, visit give.mainegeneral.org/donate. We welcome calls, too: 207-626-1809.

Honor or Remember a Loved One

Memorial and tribute gifts are a wonderful way to recognize someone special while giving the gift of health to others. Gifts of any size make a lasting impression for those being honored and for the family and friends of those being remembered. For more information, call 207-626-1809 or visit give.mainegeneral.org/honor.

Monthly Giving

Making a small gift each month can add up to big impact over the course of a year. Consider becoming a Sustaining Member of MaineGeneral's Annual Fund with a convenient monthly contribution (which means less mail and no renewal notices!) using your credit card, debit card or bank account. Visit give.mainegeneral.org/sustaining to make this incredibly meaningful gift.

Keep in touch!

In these difficult times, keeping in touch virtually is more important than ever! Share your email with us at philanthropy@mainegeneral.org.





Leaving a Legacy

The health and well-being of people in the Kennebec Valley region will be enhanced for years to come because of generous gifts from the Peter Alfond Foundation to MaineGeneral Health and the Alfond Youth & Community Center.

A \$40 million endowment will allow MaineGeneral to significantly expand its prevention programs to sustain improvements to community health. The Alfond Youth & Community Center has been endowed \$8 million to fund the positions of Wellness Director and Wellness Trainers.

Barbara Crowley, MD, Peter Alfond Foundation Endowment leader at MaineGeneral Health, is overseeing the implementation of the MaineGeneral endowment funds. "We lost Peter Alfond, visionary, friend and philanthropist, three years ago," Dr. Crowley says. "Peter believed passionately in disease prevention and healing through access to good nutrition, exercise, stress management and mindful living. He cared so deeply about this community and we are honored to receive this gift from his family and foundation to help us further his vision." Learn more about this tremendous gift at www.mainegeneral.org/PAF.



Peter G. Alfond

We honor his vision, passion, generosity and deep commitment to this community. He emphasized better access to healthy and affordable food, as well as movement and mindfulness practices. Through the Peter Alfond Foundation, Peter's vision for increasing wellness will allow many to live, work and play with greater purpose and joy.

Growing to Meet Your Needs

Since opening the Alfond Center for Health (ACH) in 2013, finding available beds has been an ongoing issue. The current average medical/surgical inpatient occupancy rate is 97 percent.

To be able to serve our community members better, MaineGeneral has expanded inpatient beds for medical/surgical patients.

Restructuring of our inpatient rehabilitation beds and Skilled Nursing beds at Gray Birch has allowed us to increase our medical/surgical capacity by 14 beds; twelve rehabilitation beds remain at the ACH.

These changes will positively impact MaineGeneral's ability to serve our community by:



- · Decreasing the number of patients in our region who get transferred to other facilities due to a lack of beds;
- Reducing the waiting time for Emergency Department patients who need to be admitted; and
- Enabling surgical services to continue to grow.

The Gift of Comfort

Thanks to the support of donors like you, the addition of a family room to our Comfort Care wing at Glenridge is complete. While COVID-19 has limited its use, it is ready to welcome families and provide a space of comfort and respite to those spending their last moments with loved ones. This space would not have been possible without the support of our community – we are so grateful!







Every year, the MaineGeneral Scholarship Committee awards scholarships to students pursuing a career in health care. Thanks to the generosity of our funders, \$41,565 was awarded to 48 promising students. We wish the recipients below the best of luck in their educational pursuits and hope they will bring their time and talent back to MaineGeneral one day!





\$41,565 awarded to 48 promising students to start or further their health care education

Congratulations to Our 2020 Scholarship Recipients!

Robin Averill Grace Bachelder Anissa Barrows Maddie Beckwith Amanda Benner Gabrielle Blanco Isabel Charland Megan Charrier Taylor Davis Stacie Dennett Katie Doughty Sara Doughty Danielle Doyon Taylor Easler Kelly Fairfield Steven Finch Laurie Flood-Jensen Charity Gobeil Andrew Goodall Anne Guadalupi Cecelia Guadalupi Tiffany Helsel Kayla Hodgkins Sienna Jordan

Nadia Kempton Carly Larochelle Chase Malloy Ashley Maron Annie McGregor Shara Miner Shara Miner Audra Miville Jillian Pion Colby Quinlan Haley Quirion Lillian Redwine Abby Richardson Hunter Richardson Michael Roy Grace Smith Sarah Spahr Julia Stahlnecker Alexis Tardy Rebekasue Tondreau Molly Tracy Paige Trask Kaylyn Trussell Samantha West Kylie Woodman

Women's Residential Program

Over the past year, we have been raising money to expand and renovate our women's residential treatment facility. To date, \$95,493 has been raised and renovations are now complete.

We are very grateful for the renovations and overall transformation of the Women's Residential Treatment facility. This could not have been accomplished without the thoughtfulness of generous donors like you. Donations came in many forms, from beautiful oak bunk beds, a piano, desks and monetary contributions. The much-improved aesthetics and additional space make the facility warm and inviting. The expansion allowed us to increase our capacity, helping more women in our community. The updated technology has opened doors to a vast library of current clinical resources, such as TED Talks and other internet treatment-related streaming opportunities. The facility now has a security system which provides residents and staff a sense of comfort. Residents' children and family members can rest easy knowing their loved ones are in a safe and caring environment. MaineGeneral is proud to be a leading provider in supporting women in our community who are beginning their journey toward long-term co-occurring recovery from mental health and substance use disorders.





A special thank you to Colby College for their generosity and donation of bunk beds, ladders and dressers for our bedrooms.



Indate

MaineGeneral Health

We have been presented with many challenges in 2020, but nothing could stop us from a celebration honoring our cancer survivors and fighters and raising funds for the Harold Alfond Center for Cancer Care (HACCC)!

Our Day of Hope unified two signature events – Cancer Survivors Day and Walk for Hope – virtually on October 3. The Day of Hope included a virtual video celebration that premiered "live" on Facebook. A strong community of supporters, fighters and survivors came together distantly to walk and raise funds for patient needs and programming at the HACCC. Activities and resources leading up to the event included educational videos from HACCC staff, a pinwheel garden honoring those impacted by cancer and the amazing teams that provide care, and a youth artwork contest for our 2021 HACCC patient calendar. Our virtual Day of Hope video celebration, educational videos and names of those honored in our pinwheel garden can be found at give.mainegeneral.org/HOPE.

We had people walking throughout the state, as well as the country, in support of our cancer patients.

With the support of 20 wonderful sponsors and more than 400 registered walkers, we came together to raise \$136,285 in support of patient needs and programming at the HACCC. Each year we are humbled by the community that shows up to show our cancer community that no one fights alone. While this year was different in so many ways, our community's steadfast support remained unchanged. We are so grateful!





Savings Bank



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Capital Area Federal Credit Union Fielder's Choice Homemade Ice Cream Golden Pond Wealth Management KV Federal Credit Union Lincoln Financial Group

> Colby College Franklin Savings Bank Lajoie Brothers, Inc.

Thank you to our Community of Hope sponsor, Charlie's Family of Dealerships! For every car sold in the month of October, a donation was made to the HACCC – resulting in a cumulative donation and sponsorship of \$32,000! We are so grateful to the Charlie's team for their steadfast support of local cancer care and for truly making a difference in the lives of those touched by cancer in our community.



CENTRAL MAINE POWER

An AVANGRID Company

Kennebec Savings Bank epitomizes what it means to be Community Strong. Between their video sponsorship, team fundraising and company match, Team KSB raised \$15,002.25 to support local cancer patients at the HACCC as a part of our Day of Hope. We are proud to have Kennebec Savings Bank as a partner and so thankful to have their support year after year.





During the week of Sept. 25, the

STREAM

FRGH

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W&LK for HO

MaineGeneral Health







WELK for HOPE

Meet Our MaineGeneral Health D.Y of HOPE



Every year we select a survivor, fighter, or loved one to marshal the annual Walk for Hope. The same is true of Cancer Survivors Day; a person whose life has been touched by cancer is invited to share their story with an audience of cancer care supporters.

This year, the Day of Hope brought this powerful component of both events together. We invited three courageous women to share their stories and to marshal our Day of Hope through uncharted virtual territory. We are so thankful for their graciousness, patience and bravery as they allowed us to share their stories with others in the hope of raising awareness and funding for the Harold Alfond Center for Cancer Care.



Meet Amanda

Amanda's experience with cancer brought her down a different path than most; her journey began years before she was even born.

Her grandmother was diagnosed in 1975 at age 35 and she died a year later.

Amanda's aunt was diagnosed at age 32.

Six months later, it was her mother Pam's turn. Pam fought the disease valiantly for 14 years before dying in 2010 at age 50.

Two years later, at age 28, Amanda discovered a lump in her left breast. She was six months pregnant with her daughter.

The lump in her breast triggered a series of tests and consultations ultimately leading to her own cancer diagnosis and the decision to have both breasts removed.

"I was very proactive and could hear my mother's voice telling me I needed to do something."

She had surgery in Portland, reconstructive surgery and then chemotherapy for a year at the cancer center, followed by six weeks of radiation therapy. All of this occurred two weeks after she gave birth to daughter Taylor, now 8.

Because of her deadly family history, Amanda decided to have advanced genetic testing and the results showed an abnormal link to a gene called Li-Fraumeni syndrome (LFS) - and a natural connection to other forms of cancer. With this knowledge, she has become a strong proponent of genetic testing - for herself, other family members and, most importantly, Taylor.

In the meantime, Amanda's family is cherishing each day and the blessings it brings.

Meet Monica

Before her breast cancer diagnosis in August 2019, Monica didn't know anyone with the disease. Her diagnosis started an education she never expected.

"The news was absolutely stunning because I felt really healthy and happy about where my personal and professional life was going," she said. "It cut me to my core."

Six rounds of chemotherapy from September to late December 2019 were followed by surgery and five weeks of radiation therapy, which ended in April 2020. She also took two immunotherapy drugs every three weeks through September.

While she wishes cancer wasn't part of her life narrative, Monica said the experience made her appreciate everything more.

"I started practicing the discipline of being grateful for the blessings in my life."

"It was a neighbor cooking for me, another coming to my house to clean the cat box regularly or my partner doing all the shopping and cooking. **There was something to be grateful for every day**."





Meet Rhonda

Rhonda's cancer journey started in 2014 with a breast cancer diagnosis and successful treatment. Five years later, concerning symptoms brought forth the devastating news – the cancer had returned.

Rhonda started nine weeks of chemotherapy in mid-November 2019, followed by surgery in January 2020 and nine more weeks of chemo.

"I had my last treatment on May 6 and I rang the milestone bell at the cancer center! I knew my husband Greg would be there with my mom and daughter, but I was blown away when I walked out and saw that all my kids and grandkids were there," she said.

Rhonda's takeaway to share with others is to **always look for hope**.

"No matter how sick I felt or how hard things got, I had hope and it was so reassuring."

A Community that



Hair by Mindy/Hair Designs Unlimited

COVID-19 didn't stop Mindy Enman and Hair Designs Unlimited from distantly supporting our Day of Hope. In support of Breast Cancer Awareness Month, Hair Designs Unlimited in Farmington hosted a gift basket raffle and offered pink hair extensions and hair feathers as well as temporary tattoos to raise money for the Harold Alfond Center for Cancer Care. Their fundraising efforts raised \$3,266 to help support our local cancer patients.

ACC Cares

On a sunny August 20, ACC Cares held a golf tournament at the Augusta Country Club. This year's tournament was done in memory of Marie Hatfield and raised \$19,500 for the patient needs endowment at the Harold Alfond Center for Cancer Care. In the five years of doing this tournament, ACC Cares has raised \$65,638.78 in support of local cancer care!





Lawrence High School

The Lawrence High School Girls Basketball Varsity and JV teams hosted Brewer High School for their annual Box Out Cancer games last Fall. Thanks to the support of the Lawrence Girls Basketball Boosters and the PAL youth basketball program, the group raised \$1,416 for the Harold Alfond Center for Cancer Care! Please join us in giving them a big thank you for their kindness in support of local cancer care!

TradeMark FCU

Employees of TradeMark Federal Credit Union presented the Harold Alfond Center for Cancer Care with a check for \$1,032. Staff raised the money through internal fundraising efforts in support of a fellow employee who battled cancer. We thank TradeMark for their support of local cancer care and making a difference in the lives of the patients we treat.





Pumped Up to Fight Cancer

Tradewinds in Clinton is at it again! By donating a cent for every gallon of gasoline sold, they have raised an additional \$3,925.95 in support of local cancer care bringing their grand total to \$58,100! The Harold Alfond Center for Cancer Care remains grateful for their steadfast support.



\$459,299 total raised by 1,664 employees

Every year, MaineGeneral invites its employees to participate in a campaign of kindness. We ask employees to think about what they believe and to consider making a gift in support of programs that mean the most to them. We partner with our local United Way programs to support the community we live, work and play in and we also select five priority MGH missions to be beneficiaries of the campaign.

Even in this year like no other – or maybe because of it – our employees rose to the occasion and raised a recordbreaking \$459,119 to support MaineGeneral and our local United Ways! **We are MGHSTRONG!**

Women's Residential Program

MaineGeneral's Women's Residential Program serves women struggling with addiction to alcohol, opioids and other drugs. The mission of the Women's Residential Program is to help women live healthy, sober lives, allowing them to reunite with their families and return to work and/or school. The program will use these gifts to support its recovery education, wellness and community integration programs.

Alzheimer's Care Center

MaineGeneral's Alzheimer's Care Center (ACC) provides superb residential care to patients diagnosed with Alzheimer's and other forms of dementia. Additionally, the ACC welcomes eight-16 clients for adult day services. Striving to enhance the quality of life for residents and offering support for their families, the ACC provides enrichment opportunities and activities that can be enjoyed by residents and family members alike. The ACC will use these gifts to purchase a van to support the day program and offsite life-enrichment activities for residents. They also hope to offer transportation to and from the day program for their participants, easing the burden on caregivers.

Employee Education Fund

Education is one of the most effective ways for MaineGeneral to remain on the leading edge of exceptional patient care. All employees, clinical and nonclinical, are encouraged to use the Employee Education Fund to further develop their skills. These gifts will help provide financial support to your MGH colleagues, enabling them to participate in professional development opportunities.

HEART (Hospital Employee Action Response Team) Fund

The HEART Fund offers financial assistance to employees and volunteers facing catastrophic, lifechanging issues, such as house fire, accident resulting in loss of work and/or property, major illness, etc. Gifts help members of the MGH family during times of hardship.

Remote Patient Monitoring

Remote Patient Monitoring (RPM) provides patients with supplies and resources needed to allow them to stay in their homes while still receiving care from clinicians at MaineGeneral. RPM decreases the likelihood of being readmitted to the hospital. Gifts will go toward supporting patient needs such as blood pressure cuffs, scales, staffing and emergency food packs to help combat the food insecurity many patients face.

\$147,500

was raised to support our community through our partnership with the United Way of Kennebec Valley and the United Way of Mid-Maine.











Kindness Week

Every year, MaineGeneral's Nurse Engagement Committee sponsors Kindness Week – a week during which departments within the system are matched and pay it forward to let their colleagues know how much they are appreciated.

This year, the committee decided to recognize our amazing community to thank them for all they've done for us. Leading up to Kindness Week, departments across the organization collected food and hygiene items.

On Monday, November 10, MaineGeneral Health delivered a truck full of 6,000 pounds of donations to Augusta and Waterville food banks.

In addition to the boxes of food, medical staff at the health system designated their annual \$10,000 donation to local food banks, donating \$2,500 each to the Augusta and Waterville food banks and another \$5,000 split between food banks across the region.

Bob Moore, executive director of the Augusta Food Bank, said that the delivery of food was the largest single donation the food bank has received this year. Additionally, the check of \$2,500, when leveraged with donated food, translates to 7,500 meals for the hungry.

"We were absolutely stunned when a box truck with five pallets of food pulled up to our doors! Like the Augusta Food Bank, MaineGeneral employees and volunteers have been on the front line without pause during the pandemic. To think that they thought about others in need during their challenges resulting from the coronavirus is truly remarkable. We are so grateful – thank you, MaineGeneral employees!"

– Bob Moore, executive director of the Augusta Food Bank



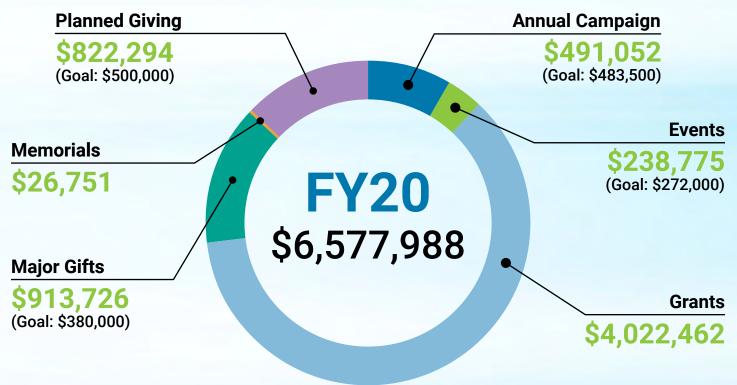
"We wanted to give back to our community. We wanted to say thank you for supporting us during such a difficult time and we also wanted to pay it forward. This is a tough time for so many right now, and we wanted to make a difference in the lives of families in our community."

> – Brittany Hanson, RN, co-chair, Nurse Engagement Committee



Our donors have been generous, exceeding expectations for the fifth consecutive year! We finished the fiscal year strong with a total of \$6,577,988 raised, not including the endowment.

MGH received a \$40 million endowment from the Peter Alfond Foundation to expand prevention programs. In addition, the Foundation awarded an \$8 million endowment to the Alfond Youth & Community Center (AYCC), of which MGH receives \$200,000 per year to offer healthy living programs at the AYCC (see page 8).



Figures reflect FY20 year end July 1, 2019 to June 30, 2020

Annual Campaign



We couldn't do it without you!

Founder's Circle -(\$25,000.00 +)

Bill and Joan Alfond Foundation Harold Alfond Foundation Peter Alfond Foundation Norman and Teresa Elvin Kennebec Savings Bank MaineGeneral Medical Center Auxiliary David and Janet Preston Charlie and Nancy Shuman United Way of Kennebec Valley

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(\$2,500.00+)

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Wishing you all the joy and warmth of the holiday season,

Lindsey, Sarah, Nicole, Linda and Ashley