



imagine

transforming health care ...

for generations to come

RAISED TO DATE **\$8.6 Million**

Philanthropy Matters

*“Go confidently in the direction of your dreams!
Live the life you’ve imagined.”*

- Henry David Thoreau

Spring has come early to Maine and, as always, its arrival has lifted our spirits. This year the renewal seems particularly profound as we watch our new hospital – a dream planted years ago – grow with the season. Maine’s mild winter was a boon to our project and trimmed weeks off our construction schedule.

We now find ourselves rocketing confidently in the direction of our dream with 40 percent of the total structure in progress and with all six building sections set to be erected and enclosed come summer.

As busy as our construction site is, it is only part of the story of what’s going on at MaineGeneral. We know that having a beautiful, state-of-the-art regional hospital and comprehensive outpatient center is only a fraction of the equation for health care transformation. In the end, it’s not bricks and mortar that make the difference in patient care – it’s the people of MaineGeneral who make the difference. That’s why we are engaged in an organization-wide effort to hardwire excellence in all aspects of our work, especially patient and family care. We are doing this now so that when we open the doors to the New Regional Hospital, our talented staff will be ready to go on Day One.

Building better care in the Kennebec Valley from the inside out required us to rethink our construction method, too. MaineGeneral is using an innovative process new to Maine called IPD – integrated project delivery – in which architects,

builders and contractors work side by side in the design and building process. Most buildings come together sequentially with the architects designing a plan that the builders then use as a map for construction. This process is often burdened by costly, time-consuming change orders as design ideas conflict with the reality of construction. We brought our IPD team together more than a year before piles were driven and steel erected in a process that maximizes collaboration and efficiency and enables ‘real time’ design changes. Though there were initial challenges as all of these players learned to speak the same language, the payoff of this collaborative approach is far beyond what we could have hoped.

We recently recalibrated our schedule and discovered that we are not just six weeks ahead – we are six months ahead.

That’s not just because of a mild winter; it’s because we are re-imagining how buildings are built just as we are confidently reimagining how care will be delivered to our family and friends.

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*“Live the life you’ve
imagined” continued*

In addition to staff, architects, builders and contractors, our team includes one more vital component – you. We cannot do this work without you. You and many others have shown your commitment to our collective well-being by supporting our capital campaign for the New Regional Hospital and Thayer Comprehensive Outpatient Center. Together, we have raised \$8.6 million in just over a year. This extraordinary result powerfully demonstrates that the people who call this part of Maine home are dedicated to creating a healthy future for all of us.

We are far from done. This project will cost \$322 million and every dollar we raise matters. So our campaign continues. As we move toward achieving our dream, our confidence grows and our imagination soars with the possibilities afforded by this transformational undertaking.

We are engaged in a life-changing moment and we are so very glad to share it with you, our donors, who make it all possible.



Lisa Hallee
Vice President for Philanthropy

Philanthropy at Your Fingertips!



If you haven't visited our site lately, you've missed big news! Our capital campaign continues to garner incredible support and we're tracking it all at www.give.maine-general.org.

We're proud of our donors and the various ways they support the care of their families, friends and neighbors and we want to share their stories.

Visit and read about:

- inspiring area youth putting their creative leadership to the test to raise funds and make an impact (Get Involved/Community Connections);
- why people are so passionately and generously behind our New Regional Hospital and Thayer Comprehensive Outpatient Center capital campaign (The Campaign/Donor Profiles);
- hospital project updates and what lies ahead (The Project);
- ways to support your area of interest on behalf of those you love (Ways to Give).

This is only one way we want to keep you informed. Coming soon: quarterly e-newsletters with the latest and greatest Philanthropy updates!

Hammond Tractor Company: *Planting Deep Seeds of Community Support*



Gary and Martha Hammond appreciate the support their business and family have received from the good people of Central Maine; they realize community plays a huge part in the success of Hammond Tractor Company. Following their lead, the team at Hammond Tractor takes great pride in having an active role in their communities and by giving back when the opportunity arises. Far more than just Maine's largest farm and garden tractor dealer, Hammond Tractor is an important civic leader, having made financial contributions to nearly 50 community organizations in the past six months. They clearly see the urgent and evolving needs in the Kennebec Valley, which is why they supported the New Regional Hospital/Thayer Comprehensive Outpatient Center.

When reflecting upon what inspired him and Martha to make an important, early campaign gift in November of 2010, Gary shared that "The Central Maine community has been very supportive of Hammond Tractor and our family for more than 29 years. We support our community as much as possible and certainly support this new hospital to serve the citizens of Central Maine for decades to come."

Gary attended the University of Maine at Orono, where he earned associate and bachelor's degrees as well as an MBA. Hammond Tractor Company was established in 1983 and currently operates in three locations: Fairfield, Union and Auburn. Gary and Martha's son David joined the business in 1999; he is now vice president of sales and operations management and is a co-owner.

As you might imagine given such a mild winter, things were a little slower than usual at Hammond Tractor these last few months. But that didn't discourage Gary, as the seasoned businessman prefers to take the long view and encourages others to do the same. "Even though the economy may be a little slow at this point, this project will affect our communities' health for generations to come."

We all need to join together and support this once-in-a-lifetime opportunity."

One of the most innovative and frequently used sections of the Hammond Tractor web site is the "How To" tab (www.Hammondtractor.com). Given their steadfast and widespread commitment to helping so many people here in Central Maine, you'll find a photo of Gary and Martha on our campaign web site, as they are the perfect example of how to give back to the community where you live, work and love.

Visit the MaineGeneral campaign web site:
www.give.mainegeneral.org

"Even though the economy may be a little slow at this point, this project will affect our communities' health for generations to come. We all need to join together and support this once-in-a-lifetime opportunity."

Local Financial Institutions Invest in Our Future

Kennebec Savings Bank Sets the Bar for Local Financial Leaders

As a leader in our local financial field, Kennebec Savings Bank (KSB) knows the value of a good investment. Their staff help customers make good financial decisions every day and help them invest in their futures by taking care of their hard-earned dollars.

Early in MaineGeneral's capital campaign process, KSB matched its generous gift to the Harold Alfond Center for Cancer Care by making a \$500,000 commitment in support of our New Regional Hospital and Thayer Comprehensive Outpatient Center. Wanting to inspire their financial institution counterparts, the bank positioned \$250,000 of its total gift as a match challenge for local credit unions and banks. And what an inspiration it proved to be!

Now banks and credit unions are embracing this unique opportunity to invest in the future on behalf of the many friends and families they serve by supporting MaineGeneral's New Regional Hospital/Thayer Comprehensive Outpatient Center capital campaign.

\$25,000 Gift Commitments

KV Federal Credit Union



- Rhonda Emmons, AVP/Oakland Branch Manager
- Christine Devine, President/CEO
- Bill Tozier, VP Network Operations & Security
- Tracey Tapley, AVP/CFO

Maine State Credit Union



- Normand Dubreuil, President/CEO
- Jeanne Moreau, AVP/Branch Manager
- Mark Young, SVP/COO

Taconnet Federal Credit Union



- Josh Plisga, Loan Officer
- Karen Denis, President/CEO
- Diane Charland, Head Teller
- Dianne Bourgoin, Teller/Loan Clerk

\$50,000 Gift Commitments

Bank of America



Banking Center Managers:

- Craig Day
- Michelle Garand
- Anna Perry
- Brent Vicnaire
- Shannon McLaughlin

Bangor Savings Bank



- Kelly Wilson, Vice President
- Sally Garand, Vice President
- Bill Purington, Board Member

Additional Challenge gifts

\$10,000

- KSW Credit Union
- New Dimensions Federal Credit Union
- cPort Credit Union
- Capital Area Federal Credit Union

MGH Radiology Physicians Make Leadership Gift

\$85,000 Gift Commitment

**Beyond Banking:
Kennebec Savings Bank
Employees Climb on Board**



- Andrew Silsby,
Executive VP
- Mark Johnston,
President/CEO
- Laura Hudson,
VP and Chief
Experience Officer

The KSB employee campaign, which took place in February 2012, raised a staggering \$85,000 from 68 employees!

"I am genuinely amazed and extremely moved by the generosity of our employees toward this project."

- Mark Johnston
KSB President/CEO



Front left seated: Paul Gagliardi, MD; James Raque, MD; Zaki Nashed, MD
From left standing: Seth Hardy, MD; Christopher Mahoney, MD; Jonathan Hallenbeck, MD; J. Thomas Laverdiere, MD
Not pictured: J. Hendrik Jordaan, MD; Eric Stram, MD

"As MaineGeneral's Radiology team we are proud to join together with a leadership gift to support the New Regional Hospital and Thayer Comprehensive Outpatient Center capital campaign. We look forward to providing the best care for our families, friends and neighbors in the greater Kennebec Valley for generations to come."

- Kennebec Valley & Mid-Maine Radiology Physicians

Prescott Family Makes Million-Dollar Commitment: *Transforming Care through Educational Excellence*



From left: son Steven; daughter Stacy; grandchildren Peter and Patrick; Peter and Sandra.

With a rich history of Greater Kennebec Valley investments, the name “Prescott” is nearly synonymous with “community” in Central Maine. So it was no surprise that when Scott Bullock first approached Peter and Sandra Prescott with the idea of naming the Community Education Pavilion at the New Regional Hospital, they were intrigued by the potential.

The Pavilion, a two-story wing adjacent to the main entrance, offers spacious conference rooms, technologically equipped classrooms, a health resource library and a unique teaching kitchen. A space infused with natural light afforded by a full glass curtain wall, the Pavilion overlooks the facility’s expansive healing gardens as well as those surrounding the Harold Alfond Center for Cancer Care. The

view is not the only inspired aspect of the Prescott Community Education Pavilion. More inspiring is the fact that it will be the home for education programs that serve patients, families and dedicated MaineGeneral staff. As Peter and Sandra learned more about MaineGeneral’s vision for the education pavilion as a hub for organization-wide learning and patient-centered culture development, their excitement grew and they knew they wanted to be part of this big picture.

Peter sees the value of education through the eyes of a savvy businessman. Education is the competitive advantage for his business, E. J. Prescott, Inc., a company specializing in all aspects of water works: pipes, hydrants, wastewater systems and much more. Founded by Peter’s father, Everett J. Prescott, in 1955, E.J. Prescott, Inc. has grown exponentially over the years and now operates seven separate companies in 27 locations, employing 300 people in nine eastern states. Much of that growth has taken place since Peter purchased the company from his father in 1978.

“Impeccable customer service,” Peter says, “is key to Team EJP’s success.” Recognizing the importance of training to the achievement of great customer service, Peter created University

of Prescott which cultivates excellence and educates the Team on the latest business-related technology and products. Symbolic of the importance Peter places on education, University of Prescott's classroom is located next door to his office at the company's 53,000-square-foot Gardiner headquarters.

Sandra Prescott, a life-long teacher both in and outside the classroom, shares Peter's view that the Education Pavilion is a perfect fit for their family. Be it music, math or the classroom, Sandra's teaching experiences enriched many lives including her own and those of her children, Steven and Stacy, and now her grandsons, Peter and Patrick, who attend school at Maranacook and Manchester Elementary where Sandra has worked as a volunteer.

Peter and Sandra are proud of their ambitious children. Steven, an economics graduate from St. Lawrence University, has worked at E.J. Prescott, Inc. since high school, learning nearly every department. Following in generational footsteps, he is now the president of E.J. Prescott, Inc. Daughter Stacy graduated from Dartmouth College and Georgetown Medical

School and now serves as a highly esteemed emergency room physician in Wyoming.

The Prescotts have called the Gardiner area home for most of their lives. They met and dated in high school and were married in 1962. They've made a life of giving back to the community throughout the years, providing ongoing leadership support for the United Way of Kennebec Valley, the Gardiner Boys and Girls Club, the Harold Alfond Center for Cancer Care, Maine Community College System, the Kennebec Valley YMCA, the Kennebec Whatever Family Festival, the Kennebec River Rail Trail as well as for culturally engrained sports. The family's love of skating and hockey was reason enough for them to rebuild the Kennebec Ice Arena.

Their most recent gift to our area, support of MaineGeneral's New Regional Hospital capital campaign, will care for our communities for generations to come, providing hope and healing in the form of educational excellence. This nurturing altruism is part of the fabric that makes up their family: "Helping people in need isn't just a nice thing to do," Peter said. "It's an essential part of who we are."

"Helping people in need isn't just a nice thing to do, it's an essential part of who we are."

- Peter Prescott



Warren and Donna Kessler: *Building on a Legacy with Passion and Planning*



*“... we rely on
MaineGeneral as
our source of great
local health care.”*

Former MaineGeneral CEO Warren Kessler offers a unique perspective on the rapidly changing face of health care, having begun his career in 1965 in the midst of a new program called “Medicare.” Now, as the country finds itself in yet another health care overhaul, Warren and his wife Donna feel strongly about doing their part to protect the care their family needs now and for decades to come.

Warren worked at MaineGeneral for almost three decades, during which time he guided the organization through challenging financial situations and significant organizational milestones, such as 24/7 Emergency Department coverage and the collaborative establishment of the Family Medicine Institute, currently housed in Augusta in a building that bears his name. “Health care has changed at an exhausting pace,” says Warren, who clearly sees the establishment of the New Regional Hospital as an inevitable and extremely positive next chapter for MaineGeneral.

There was no question in Warren’s or Donna’s mind that they wanted to support this project and the campaign. But having embarked on their next chapter of life, writing a check or committing to a series of annual payments did not fit well with their overall financial plans. Instead, a charitable gift annuity presented an ideal option to maximize their support while minimizing their exposure. Now they get a quarterly check back from MaineGeneral, which provides a nice addition to their cash flow.

Warren’s passion for health care is surpassed by his wife Donna’s passion for their family, which includes the couple’s three daughters and seven grandchildren who keep Warren and Donna delightfully busy. This gift truly seemed like the perfect nexus of the couple’s priorities – a chance to transform health care for generations to come. “I start by looking at the needs of the community and work my way in, while Donna starts with our family

and works her way out,” explains Warren. “Either way you look at it, we rely on MaineGeneral as our source of great local health care.”

Warren and Donna hope their generous gift will accomplish many things, including serving to signify their visible support of this amazing new hospital, which will allow MaineGeneral to continue to provide the residents of Kennebec County the medical care they deserve. They also hope their gift will incentivize others to give, especially those who might take advantage of the new charitable gift annuity program.

The Kennebec Circle

recognizes the loyal and committed benefactors, friends, retirees and associates of MaineGeneral who have made an important commitment to its future through generous gift planning. For more information visit www.give.mainegeneral.org/KennebecCircle.



Bruce and Karen MacGillivray: *Brewing Up Community Caring*



Coffee isn't the only memorable thing about Tim Hortons. Venture into the Western Avenue or Bangor Street location in Augusta and you are likely to find the friendly faces of Bruce or Karen MacGillivray behind the counter serving up tasty fresh food with a side of friendly conversation.

Bruce and Karen relocated to Augusta from Toronto, Canada, to assume ownership of the local Tim Hortons franchises in March 2007. Bruce and Karen are more than welcoming entrepreneurs. They are familiar faces at the Kennebec Valley Chamber and Kiwanis and support many local charities including the Humane Society and the Children's Center. And, most recently, they've made another big commitment to caring for the communities they serve by contributing to MaineGeneral's New Regional Hospital and Thayer Comprehensive Outpatient Center capital campaign.

Personal experiences with the care received by family members back home moved them to make this gift. The past seven years have been riddled with health care challenges for their loved ones. Each lost special people to ovarian cancer – Bruce's sister and Karen's mother. Each journey was an education in patient and family vulnerability and how environment and organizational culture

impact health, healing and peace of mind even in the face of inevitable loss.

"We arrived after the Harold Alford Center for Cancer Care was built and you hear how it's improved care," Karen said. "We would have

*"We're all in this together.
From millionaires to
minimum wage,
everyone will benefit
from the new facility."*

wanted that for our loved ones. Given that, I don't know how we cannot support doing the same with the new hospital."

Karen's father's current and ongoing medical needs also fuel their passion for being part of transforming local health care. His experiences back home have, at times, been disheartening and frustrating.

"An already vulnerable experience is burdened by inefficiencies – room changes, care delays, lack of confidentiality," she said. "When I heard about the private patient rooms at the new hospital, I thought 'Wow' and knew I wanted to be part of making that happen."

When Karen brought the idea of supporting the hospital home, Bruce embraced it, too.

"The hospital is very important to Karen," he said. "She said 'I want to support this' and I said 'Ok, let's figure out how.'"

With their gift, a five-year pledge commitment, they chose to name the Community Prevention Education Office in the new facility.

"It's important to have access to relevant information," Bruce said. "People need to be informed about their care and what resources are available. This service will help provide that guidance."

For both of them this investment is about people taking care of one another.

"The community can learn from this opportunity – about giving to community and to one another. It's our duty to take care of each other," Bruce said. "We're all in this together. From millionaires to minimum wage, everyone will benefit from the new facility."

The Fund for MaineGeneral Annual Support Put to Work!



“We could not have met my father’s wish to remain at home without the support of Hospice — we thank you.”

- Rick and Patty Tardiff

Your gift to the Fund for MaineGeneral allows us to continue to make this kind of difference for our patients and their families when they need us most. The generosity of our annual fund donors helps our families, friends and neighbors in very real ways. Your gift provides:

- End-of-life comfort measures and bereavement support for more than 800 individuals, their loved ones and friends, through our hospice program;

- Access to 28 national clinical research studies that increase medical knowledge and find new and better ways to help cancer patients;
- Free care to those in need. MaineGeneral provides more than \$8 million in free care, meeting the needs of 2,700 people in 2009-2010;
- Start-up funding for the public health programs of MaineGeneral’s Prevention Center with nearly 200 volunteers training community members in programs like Living Well, Move More and Drug Overdose Prevention.

When you give to the Fund for MaineGeneral, you can direct your donation to a specific program of your choice, including hospice care, cancer care, women’s health, Alzheimer’s Care Center or whatever area means the most to you. Gifts of any size are welcomed and greatly appreciated.

With a gift of \$1,000 (or more) directed to the New Regional Hospital and the Thayer Comprehensive Outpatient Center, donors may honor family, a loved one or friend. Be a part of transforming local health care for generations to come.

To learn more about the project and naming opportunities, go to: www.give.mainegeneral.org

President’s Circle Annual Event

Cocktails and Tours!

Our annual President’s Circle event is slated for Tuesday, June 12. Please join us for an evening of “cocktails and tours” as we celebrate the progress of the New Regional Hospital and share exciting ways philanthropy dollars are put to use enhancing the health of our communities. We will gather at the site of the Harold Alfond Center for Cancer Care to honor every aspect of charitable giving to MaineGeneral by our incredibly generous donors!

Festivities begin at 5:30 p.m. and guided trolley tours of the construction site will be available throughout the evening. MaineGeneral’s wonderful Food and Nutrition team will serve up delicious, healthy, hearty hors d’oeuvres including beef tenderloin sliders with creamy horseradish sauce, asiago chicken profiteroles and mini-flatbread pizza with black olive tapenade, roasted onions and kale with aged goat cheese. You’ll have to show up to see what else is cookin’! The evening will also include a brief speaking program and opportunities to ask questions and share good company.

Invitation to follow.

Community Connections: *Kids Can Make a Difference*

Philanthropy can start at any age. MaineGeneral has had the good fortune to benefit from the energy, enthusiasm and generosity of the younger generation. Fundraising can give children a sense of empowerment. They learn first hand that they can make a positive impact in their communities. Here you'll see some outstanding examples of how kids can make a difference. To read more about their inspirational efforts, visit: www.give.mainegeneral.org. Under "Get Involved" click on "Community Connections" and read all about it!

Small Change Makes a Big Difference!

Beneficiary: \$1,000 to the New Regional Hospital/Thayer Comprehensive Outpatient Center



St. Michael's School in Augusta held its Annual Penny Pool in March. This year the students' goal was to raise enough pennies to purchase a paver "as their way of helping their community build a New Regional Hospital." Their slogan this year, "How SMS students and pennies can help . . . *Imagine*," said it all as they pennied, nicked and dined their way to an inspiring \$1,000 gift!

www.give.mainegeneral.org

7th Grader Creates to Help Cure Beneficiary: \$41 to the Harold Alford Center for Cancer Care

Taylor Staples, a seventh-grade Student Council leader at Madison Junior High School, wanted to make an impact and crafted her way to a contribution of \$41 in support of local cancer care.



Resourceful 10-year-old Recycles His Way to Community Caring

Beneficiary: \$75 to the New Regional Hospital/Thayer Comprehensive Outpatient Center

Isaac Ingraham, a 10-year-old student at the Mount Merici School in Waterville, took a class project to a whole new level when he decided to make an impact one bottle and can at a time.



Go to www.give.mainegeneral.org under Get Involved – Community Connections to read more!

Community Events

AIDS Walk of Central Maine
Saturday, May 19;
Waterfront Park, Hallowell

Erskine Walk to Cure Breast Cancer
Wednesday, May 23;
Erskine Track, South China

Hospice Education Day
Wednesday, May 23;
Thomas College, Waterville

Hospice Annual Geranium Sale
Saturday, May 26,
8 a.m. to 6 p.m.; Longfellow's Greenhouses, Manchester

President's Circle Annual Event
Tuesday, June 12;
Harold Alford Center for Cancer Care, Augusta

Live and Dance Strong
Saturday, July 14, 7 p.m.;
Winthrop Performing Arts Center, Winthrop

Cony & Gardiner Drive Out Cancer Challenge
Held in August

Steve's Cup Golf Tournament
Held in September at
JW Parks Golf Course, Pittsfield

Cancer Survivors Day
Saturday, Sept. 8; Harold Alford Center for Cancer Care, Augusta

Hospice Annual Pie Sale
Saturday, Sept. 22; Longfellow's Greenhouses, Manchester

Scrap For Hope
Saturday, Sept. 29;
Augusta Armory, Augusta

Walk for Hope
Saturday, Oct. 13; Sam's Club parking lot, Augusta

Hospice Luminaria
Sunday, Dec. 2;
Christ Church, Gardiner

PHILANTHROPY MATTERS

Published biannually by MaineGeneral's Office of Philanthropy

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