

Philanthropy

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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Save the date for GivingTuesday! On December 3, you have a chance to double your impact. Thanks to Charlie & Nancy Shuman's \$10,000 match challenge and Kennebec Savings Bank's \$5,000 match challenge, every gift will be matched - up to \$15,000! This year, GivingTuesday donations will support the expansion of the Harold Alfond Center for Cancer Care. Every dollar makes a difference in the fight against cancer in our community.

We look forward to sharing more about the cancer center's \$36 million expansion and renovation project as we continue to raise funds to support the project (see p.15).



from the ce of Philanthropy

Dear friends and supporters,

We are entering a new season and embracing this wonderful time for gratitude and hope. We are filled with thanks and humbled by the generous people around us who make our work in caring for our community possible. In this issue of *PhilanthropyMatters*, we are excited to share some inspirational stories and updates that we hope will highlight the profound impact of your support.

Employee Combined Campaign Success (p.4): Learn about the remarkable success of MaineGeneral's employee campaign, where our dedicated staff went above and beyond to contribute to our mission and support our community.

Community Fundraising (p.5): Check out how our community has come together to support MaineGeneral through various fundraising events, showcasing the power of collective effort.

Impact of Grant Funding (p.6): See the transformative effects of grant funding on our programs and services, enabling us to innovate and improve patient care.

A Grateful Donor's Story (p.7): Read the touching story of a grateful donor who chose to give back to our Hospice program, illustrating the deep connections and lasting impact of our care.

Day of Hope Results (p.10): Celebrate the success of our recent Day of Hope event, where the community's participation and generosity demonstrated to our cancer patients that no one fights alone.

Harold Alfond Center for Cancer Care Expansion (p.14): Check out the latest updates on the expansion of the Harold Alfond Center for Cancer Care, a project that promises to enhance our ability to provide care for our patients.

Year-End Giving (p.19): As we approach the end of the year, we reflect on the importance of year-end giving and how your continued support can help us achieve our goals and make a lasting impact.

Thank you for your contribution to our mission. Your generosity and commitment touches the lives of many in our communities and we are grateful for your support.

With warmth and cheer.

Nicole O. McSweeney

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Happenings-

We're Moving & Shaking!

There's a lot going on at MaineGeneral! We're excited to welcome both Waterville Pediatrics and the staff of Augusta & Waterville Women's Care to the MaineGeneral team. Waterville Pediatrics remains at their location on Kennedy Memorial Drive in Waterville. Augusta & Waterville Women's Care joined MaineGeneral Obstetrics & Gynecology, and medical staff will continue seeing patients at the Alfond Center for Health, as well as the Thayer Center for Health (TCH).

In addition, MaineGeneral Urology's Oakland office is moving to their new location at the TCH. Their new office will place them in the surgery suite near many other great services and essential resources the TCH offers to our community.

New Simple Bill Pay

We've heard from our patients that they'd like a better online bill pay option. Now, through our partnership with Doorstep, patients have access to convenient digital (mobile and web) bill pay and medical bill management. When a bill is available, patients will receive a text or email from MaineGeneral, depending on preference. Bills can be accessed via the patient portal or on MaineGeneral's website at www.mainegeneral.org.

MaineGeneral Believes!

Every Fall, MaineGeneral employees rally to raise funds for our community through the United Way of Kennebec Valley and for MaineGeneral beneficiaries. This year, our employees knocked our goal of \$408,000 out of the park – raising an incredible \$442,130 during the campaign. Of these dollars, \$113,477 will be put straight to work in our communities, supporting local United Way of Kennebec Valley non-profit partner programs! We are so proud of this culture of giving and thankful for the many employees who demonstrated that we are stronger together. >



A Community that





This year, the Augusta Country Club Cares golf tournament raised \$36,000 to support patients at the Harold Alfond Center for Cancer Care. This brings their nine-year total to an incredible \$187,138.78.

Tradewinds Clinton raised \$6,502.50 from their Pumped Up to Fight Cancer fundraiser. One cent from every gallon of gas pumped supports the transportation needs of patients receiving care at our cancer center. This brings their total giving to \$160,133.75 and counting!





The Town of Burnham Bicentennial Celebration hosted the Darling's Ice Cream for a Cause truck and raised \$242.66. The town also made a \$500 donation, resulting in more than \$700 raised to support the cancer center.

Lawrence High School's Boys Soccer Team wore pink jerseys throughout the season, raising awareness about breast cancer and also \$3,000 in support of the Harold Alfond Center for Cancer Care.



Grant Highlights

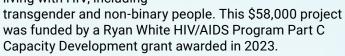
The MaineGeneral Grant Department seeks grants from federal and state government agencies and public and private foundations to bring new projects to life, pilot innovative ideas and sustain mission-driven programs and services at MaineGeneral.

Examples of newly awarded grants:

- \$300,000 Maine Recovery Council grant to support our certified needle exchange program
- \$150,000 Health Resources Services Administration grant to support enhancing care for people living with HIV/AIDS who experience intimate partner violence
- \$25,000 Avangrid Foundation grant to support emergency food bags and healthy cooking and eating classes
- \$7,990 Maine Department of Health and Human Services grant to support free training for clinicians to facilitate Dialectical Behavior Therapy (DBT) groups for parents
- \$1,500 Healthy Northern Kennebec grant to support emergency food bags at MaineGeneral Addiction Medicine and the Next Step Syringe Exchange in Waterville

Improving health outcomes for LGBTQ+ patients at the Horizon **Program**

In August, the Horizon Program wrapped up a one-year project focused on gender diversity and inclusion. The goal of the project was to reduce stigma and discrimination and improve health outcomes for marginalized populations living with HIV, including



By creating a more welcoming and understanding space,

the Horizon Program can better serve this population. As MaineGeneral Horizon Program's Gillian Laplante says, "Everyone has the right to express themselves the way they want and be appreciated for who they are, especially with their health care clinician."

Encouraging early literacy through Reach Out and Read

This spring, the Grant Department helped 12 of our primary care and pediatric practices submit applications to join Reach Out and Read (ROR). ROR is a nationwide program that provides children with a free book at their well-child visit (ages 6 months to 5 years).



Last year, MaineGeneral Health offered 7,390 well-child visits to kids in ROR's age range. That's thousands of opportunities to put books into the hands of little ones!

Through a phased rollout, our first five sites (Kennebec Pediatrics, Waterville Pediatrics, Elmwood Primary Care, Family Medicine Institute and Maine Dartmouth Family Practice) have been approved, staff have started ROR training, and the teams will begin ordering and distributing books this fall! Other practices will be onboarded as ROR secures additional resources.

Three Horizon Program staff completed a trainthe-trainer course on trans and non-binary patient care and access, and have already shared lessons learned with four different groups at MaineGeneral. In addition, they are developing a training module for

all staff!





Sheila McCarthy was a lifelong educator. She raised her family in Waterville while teaching at Colby and continued teaching in adult and community education after she retired in 2009.

Her son, Matthew Reid, followed in her footsteps, becoming an educator and raising his family in upstate New York.

When Sheila's health declined after a stroke in 2018, Matthew was faced with becoming a caretaker from afar. This daunting challenge was further complicated by the onset of the pandemic in 2020.

With his mother unable to navigate remote technology and Matthew unable to visit her long-term care facility due to pandemic restrictions, he was concerned about how they would remain connected. This concern was quickly alleviated when he realized the depth and breadth of MaineGeneral Hospice's services.

Matthew thought he knew what hospice meant. But it wasn't until he needed to engage their services for his mother that he understood the extent to which their care transformed and changed the care structure for his mother.

The Hospice care team stepped in, in a way that didn't feel like part of their job description. They facilitated video calls with Matthew and kept him updated on Sheila's care. They helped her navigate phone calls and did so in a way that never felt like a burden. Nurses and social workers stepped in for family when they couldn't be there - all while providing an exceptional level of care and support.

Six months after Sheila passed away in January 2022, Matthew reached out to Sheila's Hospice social worker asking - how can I help?

ratitude

Sheila was a kind, generous person who believed in giving back to her community. Matthew wanted to honor her and decided to convey his gratitude for her care by giving. He worked with Hospice and the Office of Philanthropy to create a fund to be used for staff education, comfort care items for patients and general support of the Hospice program.

MaineGeneral Hospice Director Kathy Phelan shares, "The impact of this kindness cannot be understated. Community support bolsters our program, allowing us to care for every patient and family member who needs us. We are so grateful."



Kathy Phelan We are grateful for Matthew's generosity, and the generosity of so many others like him who honor their loved ones with gifts to the Hospice



program. 😕

If you would like to make a donation, visit give.mainegeneral.org/hospice to learn more.

I knew my mother would have wanted to support the Hospice caregivers in their mission of providing compassionate care by helping with their education and training costs. She'd also want to support the Hospice program, and the patients and families navigating such a difficult time. Hospice made such a difference for my family - I'm hoping this gift will help sustain the program for others in need.



Heather Moore

Long before being diagnosed with breast cancer in March 2021, Oakland resident Heather Moore sadly had years of personal experience with cancer – nearly 18, in fact.

In late November 2003, Moore said goodbye to her sister Laurel Davis Jeffers, who lost her breast cancer battle at age 35.

While helping to support others, she never expected to travel the same path – until a routine mammogram showed something suspicious.

Six chemotherapy treatments at the cancer center were followed by a lumpectomy and removal of three lymph nodes and then 25 radiation treatments. She had her last treatment in April 2022.

While she made it through the physical challenges of her chemotherapy and radiation treatments, Moore says the period that followed was mentally challenging.

"That's when I crashed emotionally and Dr. Hathaway was wonderful in providing support. Lindsey connected me with social worker Ruth Coffey, LCSW, which was so helpful," she says. "You try to be stoic, knowing that you're not supposed to feel good when you're receiving treatment. But I think there's a breaking point for everyone, and that was mine."

After completing treatment, Moore needed a sense of purpose.

"I thought they could use a case manager based on what I experienced, so I met with (Administrative Director of Oncology Services) Deb Bowden who's a woman of vision," she says. "Deb was planning for a center of

supportive services at the expanded cancer center and created the position of holistic health care coordinator."

Moore applied, interviewed and was hired for the position, which later became supervisor of the Shuman Center for Hope and Healing, an integral part of the cancer center's expansion. In this role, she supervises the center's licensed clinical social workers and concierge, helps develop programs and services to meet patients' psychosocial needs and oversees and facilitates cancer support groups.

"It's almost surreal with my background and everything I went through to now have the opportunity to give back to other cancer patients and their families," she says. "It's a great feeling to help people who are in the situation I was in. It means the world to me."

As a cancer patient, hope is walking through the cancer center's doors knowing I have a team of people working to treat me medically, support me emotionally and help me financially. Hope is knowing there are real-life angels at the cancer center to care for me. Now, as an employee, I'm grateful to help patients through their own journey and be there for them when they're in need and to walk beside them each step of the way. Ralph Waldo Emerson said it best: 'to know that one life has breathed easier because you have lived - this is to have succeeded.'

Heather Moore



Arlene McLean

When Arlene McLean began working in MaineGeneral Medical Center's Radiation Oncology Department in May 2000, she couldn't have envisioned two things: that she'd still be helping patients 24 years later, and that she'd become one of them.

Now the practice administrator at the Harold Alfond Center for Cancer Care in Augusta, McLean is a breast cancer survivor.

McLean's family, like so many, has a history of cancer: her mother and three of her aunts had breast cancer and her uncle died of pancreatic cancer. Despite this prevalence. her own diagnosis was a shock.

After discovering a lump, she had a screening mammogram. More imaging and a biopsy followed, and then additional biopsies that confirmed she had triplenegative breast cancer. She had lumpectomy surgery and then 16 chemotherapy and 25 radiation treatments.

While the treatment regimen was physically and emotionally challenging, McLean found hope and strength from many sources. Foremost among them were her husband David, her adult children and eight grandchildren ranging in age from 3 to 13.

McLean's network of friends also filled her with hope and then there were the cancer center clinicians, nurses and staff who supported her in many ways.

"We're so fortunate to have such a high-quality cancer center in Augusta. It's a beautiful place to work and a beautiful place to come for treatment," she says.

McLean also has seen how the center has been taxed in responding to a greatly increased patient population and need for services. She knows the importance of the current \$36 million project to expand and renovate the center to meet this demand.

And as a survivor, McLean is eternally thankful for the expert, compassionate care she received. >

As an administrator, I'm most excited to see our treatment space grow and to know that any patient who needs care will have timely access to treatment close to their home and families. This expansion is more than bricks and mortar. It is hope — for the future, for a cure, for more memories and time well spent. It will change the lives and futures of many.

*Pelebrating*Hope

Saturday, October 5 brought more than a thousand members of our cancer community to the Augusta Civic Center to celebrate the Day of Hope. Attendees came together to honor and celebrate those facing cancer while celebrating the work of the Harold Alfond Center for Cancer Care.

At the cancer center, Hope Starts Here – and this was demonstrated during an inspirational opening ceremony where two long-time MaineGeneral employees, Arlene McLean and Heather Moore, shared their own experiences facing cancer. Demonstrating the power of hope, they shared what it meant to them to be surrounded and lifted up by the staff of the cancer center while navigating the unimaginable. The opening ceremony also provided exciting updates on the progress of the expansion of the cancer center (see p.14).

Following the opening ceremony, the Walk for Hope kicked off, bringing participants 1.8 miles through the University of Maine at Augusta campus. Despite the rainy weather, there was laughter, tears and celebration as many gathered to walk in honor of loved ones.

The Day of Hope's Education Pavilion invited MaineGeneral and community resource partners to interact with and educate attendees. This special part of the Day of Hope provides education and resources to our cancer patients and their families. Education and prevention are key in the fight against cancer. In addition to visiting the Education Pavilion, Day of Hope attendees were invited to sign up for preventive screenings, including skin checks and blood pressure, hearing and/ or oral screenings. Our Integrative Therapy area also offered a space to sample reiki, massage and AromaTouch therapy. More than 124 attendees participated in these screenings and therapies. demonstrating an impact that will live far beyond the day.

The Day of Hope Food Pavilion offered a place to sample many healthy recipes, curated by the cancer center's own dietitians. Attendees enjoyed a live cooking demonstration provided by the Peter Alfond Prevention & Healthy Living Center community dietitian.

The Day of Hope is a day of celebration, education and inspiration - all while supporting the Harold Alfond Center for Cancer Care. We are excited to share that we exceeded our Day Of Hope fundraising goal of \$190,000, raising more than \$210,000 to support the expansion of the center. We are incredibly grateful to our fundraisers and sponsors for making this impact possible!

Follow the MaineGeneral Day of Hope Facebook page (www.facebook.com/mainegeneralwalkforhope) to see photos and hear updates as we plan for next year! Save the Date for October 4, 2025! >



It's not too late to support the Day of Hope visit give.mainegeneral.org/hope.



Thank you to our sponsors!

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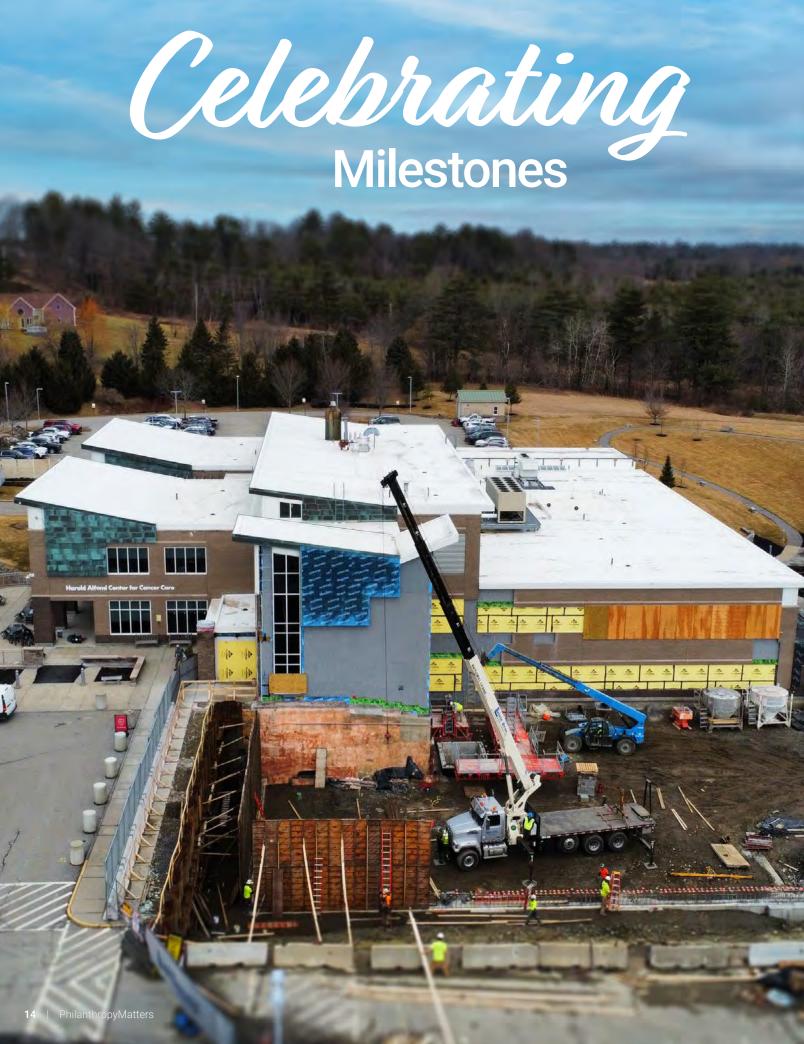
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If you've visited or driven by the Harold Alfond Center for Cancer Care, you may have noticed a few changes!

The expansion of the cancer center celebrated a milestone when the \$36M project broke ground in September 2023. More than a year later, the construction is well underway!

The new 28,000-square-foot addition to the center — which will provide additional exam rooms, infusion bays and a dedicated firstfloor wing of supportive services — is on track and scheduled for completion in Spring 2025.

After the addition is completed, Phase II of the project will begin. This phase involves renovating existing space to accommodate the center's growth.

It has been such an honor to be a part of those I love receiving the care they need and it's a joy to know we will be able to care for so many more of our friends and family through our new expansion.

- Alicia Wilson, Dosimetrist

As part of this renovation, the center will expand several key areas within the building, including the pharmacy and lab, to support patient treatment. Additionally, we will increase our research and genetic footprint to advance cancer treatment and care.

We look forward to sharing more updates and celebrating more milestones with you as we near the project's completion in Spring 2026.

This expansion would not be possible without the generosity of our community. We are grateful to the many people who have supported this project (see p.16). Thanks to their incredible generosity, more than \$33.9M has been raised toward the \$36M project cost — another incredible milestone!!

Leave your legacy

There are still many opportunities to make a gift in support of the expansion and help to shape the future of local cancer care! Join our campaign with a gift that puts your name or the name of a loved one at the heart of the Harold Alfond Center for Cancer Care. Naming opportunities begin at \$500.







Additional exterior opportunities are available, such as granite wall tiles, rocking chairs and small garden posts. Interior naming opportunities are available starting at \$15,000. A personal conversation with the Office of Philanthropy will help us match your generosity with an opportunity. Call 207-626-1809 to speak with Sarah Kalagher or Nicole McSweeney.

This expansion will create a space of sanctuary and hope for our patients and their families. The new first-floor wing will give our team increased ability to address the psychosocial aspects of cancer care in a safe, healing and beautiful environment. We are so excited and so looking forward to our team having a dedicated space to provide support to those navigating through all the non-medical aspects of their cancer journey.

- Oncology Clinical Counselors

Thank Honoring a Legacy, Shaping the Future

to the many Honoring a Legacy, Shaping the Future Capital Campaign donors who have helped us shape the future of local cancer care so far! This list honors those who have made a capital gift or pledge as of Nov. 5, 2024.

Gift of \$25,000,000

Harold Alfond Foundation

Gift of \$1,000,000

The Shuman Family & Charlie's Family of Dealerships

Gift of \$500,000

Sandra and Peter Prescott

Gifts of \$250,000

Kennebec Savings Bank Lajoie Brothers The Employees at Pine State **Trading Company**

Gifts of \$100.000

Michael and Beth Nowak Elizabeth and John Reuthe Raymond Vallee Jr. and Krystyna Dzialo

Gifts of \$75,000

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Gifts of \$50,000

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This year, the MaineGeneral scholarship committee awarded more than \$44,000 to 47 local students pursuing a career in health care. Congratulations to these deserving students and thank you to our funders for supporting the future of our workforce. If you are interested in supporting our scholarship program, please reach out to the Office of Philanthropy at philanthropy@mainegeneral.org or 207-626-1809.

2024 Scholarship Recipients

Mary-Grace Bean Memorial Scholarship

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- Aubrey Gilbert
- Trey Haseltine
- · Karissa Heath
- Lea Jensen
- Tyler Nadeau
- Jedediah Rampulla
- Maureen Rispoli
- Olivia Varnev

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- Andrea King
- Melissa Paradis

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- Anna Taglieri
- Bailey Wilson

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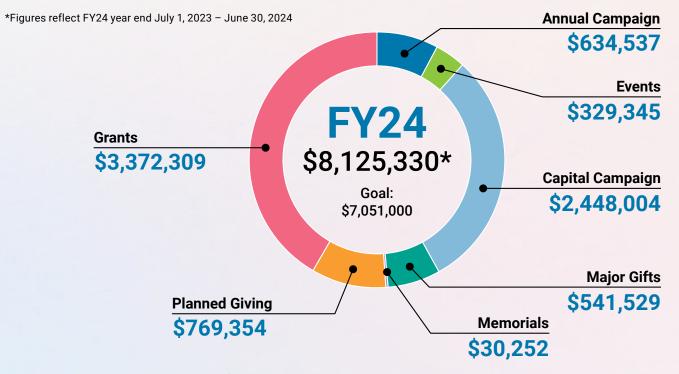
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Celebrating Generosity

We are grateful for the generosity of our community. Our fundraising efforts for the last year are summarized here. We finished the fiscal year strong, with a total of \$8,125,330 raised. In addition, the Grants Department worked closely with finance to procure \$9,808,118 in FEMA reimbursement.



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If you haven't already, consider giving the gift of health this holiday season. Every dollar makes an impact. Visit give.mainegeneral.org/give-today to make a gift today.

Important Year-End Reminders

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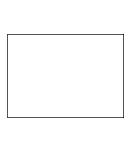
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