

Summer 2021

Philanthropy *Matters*

Partnering with you to support a healthy community.

In this issue...

Meet Our Community Partners

Support Local Cancer Care

Celebrating the Kindness of Our Community

MaineGeneral Health



Philanthropy Matters

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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Greetings!

Warm summer greetings to you – our supporters and friends!

As we jump into the busy-ness that summer in Maine often brings, we want to pause a moment to express our gratitude. This year has been a roller coaster and we've been challenged every step of the way. While the world around us has changed and evolved, the generosity of our supporters has been steadfast. This issue of *PhilanthropyMatters* will highlight some of the ways in which our community has rallied around our workforce (p. 6). We have been humbled by the commitment of our partners who, despite the cancellation of many of our events, have maintained their commitment to community health (p. 12). You will also see that MaineGeneral continues to be here, caring for our communities – expanding and adapting to meet the health care needs of the greater Kennebec Valley (p. 4).

We look forward with excitement – and hope – to this fall when our annual Day of Hope will celebrate and honor those facing cancer in our community, while raising funds to support the Harold Alfond Center for Cancer Care (p. 10).

COVID-19 has changed so much, but it hasn't changed the commitment this community has shown to local health care. You will find that our annual fund has continued to grow and the community has risen to the challenge this global pandemic presented (p. 17).

We look forward to seeing you all again. If we haven't had the good fortune to meet you, please reach out if you are open to a visit – we are just a phone call or email away. Showing our gratitude in person is the best part of the work we do!

With warm summer wishes,

Nicole & Sarah

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MaineGeneral *Happenings*



Tina Netten, DNP, FNP-C, Medical Director, MaineGeneral Express Care

Now open!

MaineGeneral Medical Center has opened a new MaineGeneral Express Care location at the Winthrop Commerce Center, 149 Main Street.

"We're pleased to bring Express Care services to Winthrop, expanding access to high-quality, convenient health care across the Kennebec Valley," said MaineGeneral Health President and CEO Chuck Hays. Winthrop's Express Care is MaineGeneral's fourth, joining Express Care locations in Augusta, Gardiner and Waterville.

MaineGeneral Express Care is a great option for care when a primary care provider is not available and the patient has non-life-threatening symptoms. Hours are 8 a.m. - 7:30 p.m. Monday through Friday and 8 a.m. - 5 p.m. Saturday and Sunday.



MaineGeneral Believes

MaineGeneral staff cares! With funds raised as part of our annual Employee Combined Campaign, we purchased a new 16-passenger, wheelchair-accessible van for our Alzheimer's Care Center (ACC). The van is a huge upgrade from what previously existed! The collective generosity of our employees has made it possible for the ACC to provide respite for caregivers by transporting patients who participate in our Day Program. The van will also be used to take residents on day trips and to their appointments.



“We are so thankful for the generous support ACC has received through the Employee Combined Campaign over the last two years. This new van will help our activities and adult day services staff to explore community outings in Kennebec County and beyond, regardless of the physical assistance our residents and clients may need.

— Vanessa Broga, Director, Alzheimer's Care Center

New Service Line

MaineGeneral Health is pleased to announce the opening of a new medical practice, MaineGeneral Addiction Medicine.

MaineGeneral Addiction Medicine provides comprehensive services to patients seeking treatment for substance use disorder, opiate use disorder and the treatment of other addictive substances. Services are offered at 9 Green Street, Augusta and the Thayer Center for Health, 149 North Street, Waterville.

MaineGeneral Addiction Medicine's team uses an evidence-based approach to manage opioid, alcohol and stimulant and sedative (benzodiazepine) use disorders, with a focus on diagnosis, treatment and prevention.

COVID-19: Going, but not Gone

Thank you for continuing to be vigilant. We encourage you to get your vaccine if you've not yet had a chance to do so, mask when appropriate and enjoy time with loved ones outdoors this summer.



Vaccination Efforts

MaineGeneral has provided more than

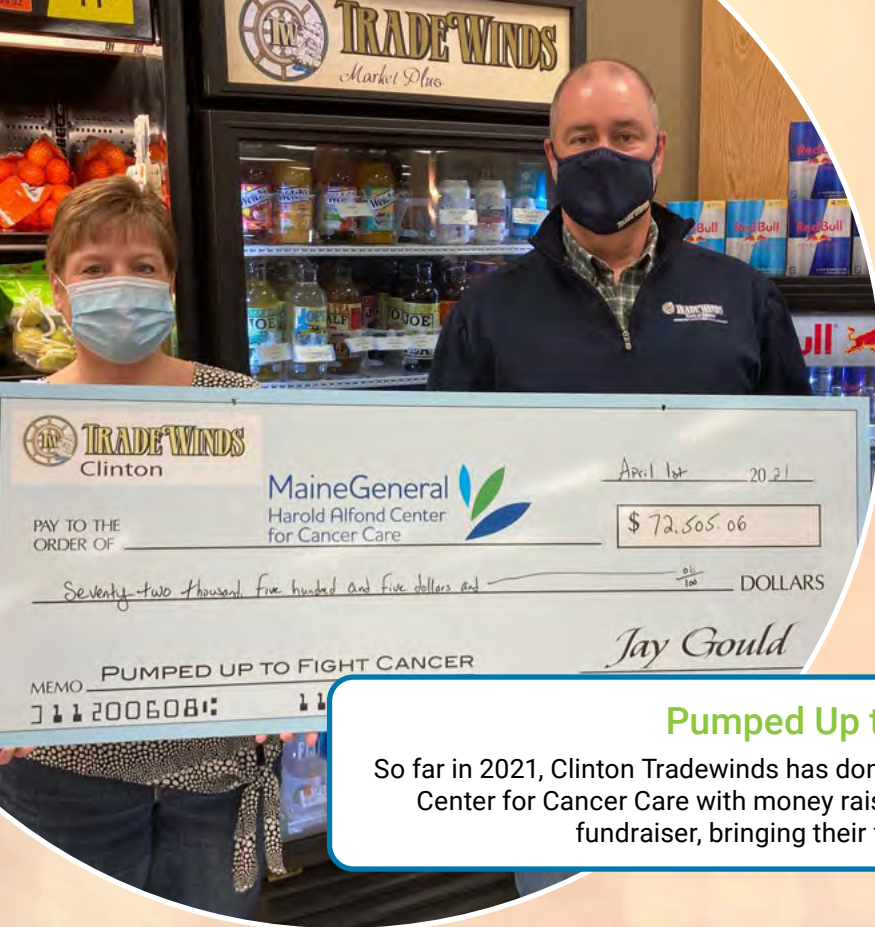
45,566*

vaccinations to the community.

* As of June 16, 2021

A Community that

Celebrating the kindness that surrounds us.



Pumped Up to Fight Cancer

So far in 2021, Clinton Tradewinds has donated a total of \$8,908.70 to the Harold Alfond Center for Cancer Care with money raised from their Pumped Up to Fight Cancer fundraiser, bringing their five-year total to \$72,505.06.



Darling's

Darling's presented the Harold Alfond Center for Cancer Care with a \$2,400 check with proceeds from their Pink Plate fundraiser.

Community Cares



The Ice Cream Shoppe

The Ice Cream Shoppe in Farmington used tip money to purchase Christmas presents for more than 25 residents at Gray Birch.

Staff member Heidi Dubois was inspired by two residents — one who was watching QVC and said, “If I was rich, I’d want that pink fuzzy blanket” and another who just wanted a fluffy pillow. Oddly enough, Heidi had already purchased the blanket a week before the conversation.

Heidi mentioned this to her sister, Tina Gardiner, who owns The Ice Cream Shoppe in Farmington, Randolph and Skowhegan. Working with Bobbi-Jo (Gray Birch activities), they asked the residents for their Christmas wish lists and then purchased everything. Presents were distributed to residents and opened on Christmas Eve.

Food, undergarments, sweat suits, blankets and pillows were among the most requested items.



Dunkin’

The local Dunkin’ franchises came together to donate K-Cups and gift cards that were distributed to staff at our long-term care facilities, Gray Birch and Glenridge.



OTTO's

OTTO's delivered 90 pizzas to staff at the Alford Center for Health.



Mainly Handrails

Mainly Handrails, LLC in Fairfield donated two gorgeous fire pits, one coastal themed, one moose themed, to show appreciation for our hardworking staff. All MaineGeneral staff were encouraged to enter a drawing for a chance to win. Thank you, Mainly Handrails, LLC, and congratulations to Heather B. and Diovanni T.



Rinck and Dunkin'

Rinck Advertising and Dunkin' donated 500 \$5 gift certificates that were distributed to staff and volunteers at our vaccine clinic as well as staff at Hathaway working behind the scenes to coordinate our vaccination efforts.



Longfellow's Greenhouses

Longfellow's Greenhouses donated more than 100 poinsettias that were distributed to staff and residents at Gray Birch to help spread holiday cheer!



Dunkin'

Dunkin' visited the Alford Center for Health with their mobile coffee truck to provide coffee and munchkins to staff in honor of Nurses Week. Additionally, they donated 500 \$5 gift cards that were distributed throughout the MaineGeneral system.



Lee Auto Malls

Lee Auto Mall provided 500 lunches to staff at Alford Center for Health, Harold Alford Center for Cancer Care, Hathaway, Thayer Center for Health and Waterville Express Care.



La Croix

La Croix Sparkling Water donated 2,400 cans of assorted sparkling water to our staff at the Alford Center for Health.

MaineGeneral Health DAY of HOPE

October 2



After a year that kept us distant, our excitement and hope are immeasurable as we look forward to finally bringing our signature events – Cancer Survivors Day and Walk for Hope – together – in-person – for our Day of Hope. The Day of Hope is a family friendly event – pups included! – featuring words of inspiration from two of our own cancer fighters, followed by our Walk for Hope and the opportunity to learn more about cancer in our community, including screenings and integrative medicine sampling. Most important, the Day of Hope is about honoring, remembering and celebrating loved ones impacted by a cancer diagnosis – all while raising funds to support local cancer care.

Each dollar raised goes to supporting the ever-growing needs of the Harold Alfond Center for Cancer Care, such as:

- Food insecurity, transportation assistance and other patient needs
- Patient navigation and financial services
- Expanded patient access to care through partnerships with Redington-Fairview General Hospital and Franklin Memorial Hospital
- Expansion of our open access clinic, same-day access exclusively for the urgent care of our cancer patients
- Equipment and technology upgrades
- Expanded access to telehealth services

Pre-registration for our Day of Hope is required.

We hope you will join us – and raise funds with us – to support local cancer care. Get started by visiting give.mainegeneral.org/hope.

As our event grows, and with the health and safety of you and our cancer community in mind, we are excited to announce that our Day of Hope will be at the Augusta Civic Center. The Augusta Civic Center provides plenty of space for us to maintain social distancing, offers ample parking, and is conveniently located right off of I-95.

We will continue to monitor COVID-19 activity and guidelines, and adjust this event as necessary, not knowing what the COVID-19 status will be in October.

“I wouldn’t be here, at this point, without the conscientious care provided to me by Dr. Ridhi Gupta (seen on cover) and the rest of the health care team at the Harold Alfond Center for Cancer Care.

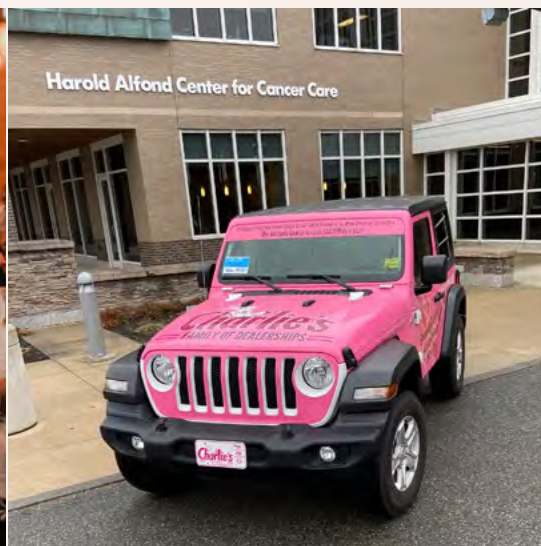
— Steve Breda, grateful patient

If you are a local business interested in learning more about available Day of Hope sponsorship opportunities, please email philanthropy@mainegeneral.org or call 626-1809.



Meet Our Community Partners

Meet our Community Partners. These businesses have committed to supporting MaineGeneral's annual fund as well as one or both of our annual events. Despite COVID-19 causing the cancellation of our Spring events, these partners have stood by their commitment to community health and we are grateful for their support. If you own a business and are interested in becoming a Community Partner, please reach out to philanthropy@mainegeneral.org or call 207-626-1809.





Charlie and Nancy Shuman came from modest upbringings, arriving in the Augusta community in September 1986. What began with one Subaru dealership and 17 employees has grown year after year to what is now the Charlie's Family of Dealerships – more than seven dealerships and 300 employees. When asked what he is most proud of, Charlie shares that it is his children's involvement in the business – Stephen and Elissa, building on the legacy and carrying on the tradition that Charlie is so proud of. He is also immeasurably proud of their involvement with the community that has made them so successful. "The community has supported us and made us what we are today, so it's so very important to us that we share that success with the community." And share they do – the Shuman family's and Charlie's Family of Dealerships, generosity is seen throughout the Kennebec Valley region, from the Kennebec Valley Humane Society and Thomas College to the Children's Center and the United Way. 100 percent of Charlie's Family of Dealerships employees participate in the annual United Way campaign – something he is extremely proud of.

Charlie and Nancy's first major gift to MaineGeneral was in 2009 during the building of the Harold Alfond Center for Cancer Care (HACCC). It wasn't until many years later that Nancy faced her own cancer diagnosis and required the services of the center they helped make possible. "You don't really know cancer until you face cancer. It was a scary time and we felt so fortunate to have the HACCC right here in our community."

Charlie's Family of Dealership continues to support the HACCC by being the main sponsor of MaineGeneral's Day of Hope (p. 10) in addition to their support of MaineGeneral Health.

**"We support
MaineGeneral because
it's so important that
the community and
our employees have
access to quality
health care right in
their backyard."**

— Charlie Shuman



Kennebec Savings Bank (KSB) understands the importance of giving back. Serving our local communities since 1870, the bank is steeped in history and now has locations in Augusta, Farmingdale, Freeport, Waterville and Winthrop. KSB President and CEO Andrew Silsby is proud of its growth, but he is most proud of the bank's culture of giving. Ten percent of the bank's annual income goes back to the community through charitable giving. Staff are encouraged to follow their passions and dedicate more than 8,000 hours per year to volunteer work. KSB has 130 employees and more than 100 of them participate in the Day of Hope, rallying the community around local cancer care (see p. 10)

The KSB team has more than 40 leadership givers (\$1,000 or more) and partners annually with the United Way to support services and non-profits within the community; Andrew will be serving as the co-chair of the United Way of Kennebec Valley's upcoming annual campaign.

When asked why KSB chooses MaineGeneral in their charitable giving, Andrew shares, "MaineGeneral has a great reputation for focusing on the health of families and individuals, but also on the community. We share a common mission – at any moment in time, any one of us could be the next person who needs care. Keeping our community healthy keeps our business healthy."

"The way MaineGeneral cares for patients and families is outstanding. Nothing demonstrated this more than the pandemic. MaineGeneral did an extraordinary job rising to the challenge in so many ways – from treating patients to keeping staff and patients safe to organizing and implementing vaccination clinics. It's a testament to how important MaineGeneral is to our community."

— Andrew Silsby



G&E Roofing has been a part of the Augusta community for more than 46 years. President Norm Elvin began his business with an equal partner in 1975. As of May 1, G&E Roofing is primarily employee-owned. Norm made the decision to sell the business to his employees, giving back to those who have made the business so successful. Giving is part of the culture at G&E, supporting causes throughout the community from the United Way, Children's Center and the Augusta Food Bank, to countless youth sports teams. Norm is most proud of this legacy of giving that has been created over the years.

When asked why he chooses to include MaineGeneral in his charitable priorities, Norm replies:

"When I think of MaineGeneral, I think of quality health care, provided locally by people we know. We are thankful for the services that MaineGeneral provides our community, caring for our workforce and our families. We are proud to partner with MaineGeneral to keep those services going."

— Norm Elvin



Meet our newest Community Partner!

Central Maine Power (CMP) is a household name, serving more than 636,000 electricity customers in central and southern Maine. They give back to the communities they serve through generous support of organizations such as the Boys and Girls Clubs of Kennebec Valley, Children's Center, Colonial Theater, United Way of Kennebec Valley and the Augusta Food Bank – to name just a few. CMP Executive Chairman David Flanagan also serves on MaineGeneral's Board of Directors. He says, "I feel honored to have been asked to work in both capacities. They are both so important to the future of our state and our community. I am committed to making both organizations the best they can be and I take that responsibility very seriously."

CMP first joined us as a video sponsor for the 2020 virtual Day of Hope. We are happy to welcome them as they join the ranks of our wonderful community partners!

"CMP partners with MaineGeneral Health because the hospital system is very important to the overall welfare of the community. Having a strong hospital with capable staff is an attraction for bringing business development and employment to our area. But nothing is more important to people than their health. Having a facility nearby that's convenient and that can address the vast majority of health concerns – that's a reason to want to be engaged."

— David Flanagan

Augusta Fuel Company (AFC) has been a part of the Augusta community for more than 130 years. They have become a leader in Central Maine for fuel delivery and home comfort services. President and CEO Marc Lacasse grew up in this community – his first memory of MaineGeneral was one of riding his bike with friends down East Chestnut Street and stopping at the hospital lunch counter for milkshakes. Growing up and running a business in this community, he understands the importance of giving back. AFC is a proud supporter of many local initiatives, including the Augusta Boys and Girls Club, Augusta Food Bank and the Colonial Theater.



"MaineGeneral is a strong, vibrant health care system. When you're running a business, it's important that your staff and your community have access to top-notch care and we have that with MaineGeneral."

— Marc Lacasse

Golden Pond Wealth Management (GPWM) opened its doors more than 25 years ago in a tiny, two-room office in Belgrade Lakes. What began as a small firm with just a handful of clients has grown into a local firm with three advisors based in Waterville serving more than 500 families and institutions. GPWM's founder, Brian Bernatchez, shares that he is amazed by the growth of the Waterville community since his business was founded and proud to feel a part of the transformation surrounding them. GPWM is passionate about giving back to the community it calls home, supporting Thomas College, the Alford Youth and Community Center, the Waterville Opera House and many others— in addition to their support of MaineGeneral.



“MaineGeneral is a vital cog in the health care wheel of Kennebec County. Every time I drive by the Alford Center for Health, I smile – it’s extraordinary and I’m so thankful and feel fortunate to have such amazing facilities in a community of our size.

— Brian Bernatchez

Wipfli is a top 20 national accounting and business consulting firm serving businesses of various sizes — from large public and private companies, to closely-held family-owned businesses. Wipfli’s Augusta office, formerly Macpage, has a proud history of serving its community and is home to Wipfli partners Scott Small and Jeff Hubert. Jeff and Scott collectively have served for nearly 20 years as valued board members at MaineGeneral Health. As part of Wipfli’s service-oriented culture, associates are encouraged to pursue their passions and take an active role in their community.



In addition to MaineGeneral Health, Wipfli supports the Kennebec Valley United Way, Thomas College, Kennebec Valley YMCA, The Children’s Center, Gardiner Boys and Girls Club and many other organizations in the area and throughout Maine. When asked why they choose to support the organization, Jeff and Scott concur it is:

“Because MaineGeneral is such an integral part of the community where our families, associates and clients live and work.

— Scott Small and Jeff Hubert

JF Scott Construction in Winthrop has been serving central Maine since its incorporation more than eight years ago. They are embedded in the history of MaineGeneral; the company was involved in the construction of the Alford Center for Health and transforming the Thayer Center for Health into the largest outpatient center in Maine. When asked why they choose to support MaineGeneral, John and Khristine Scott share:



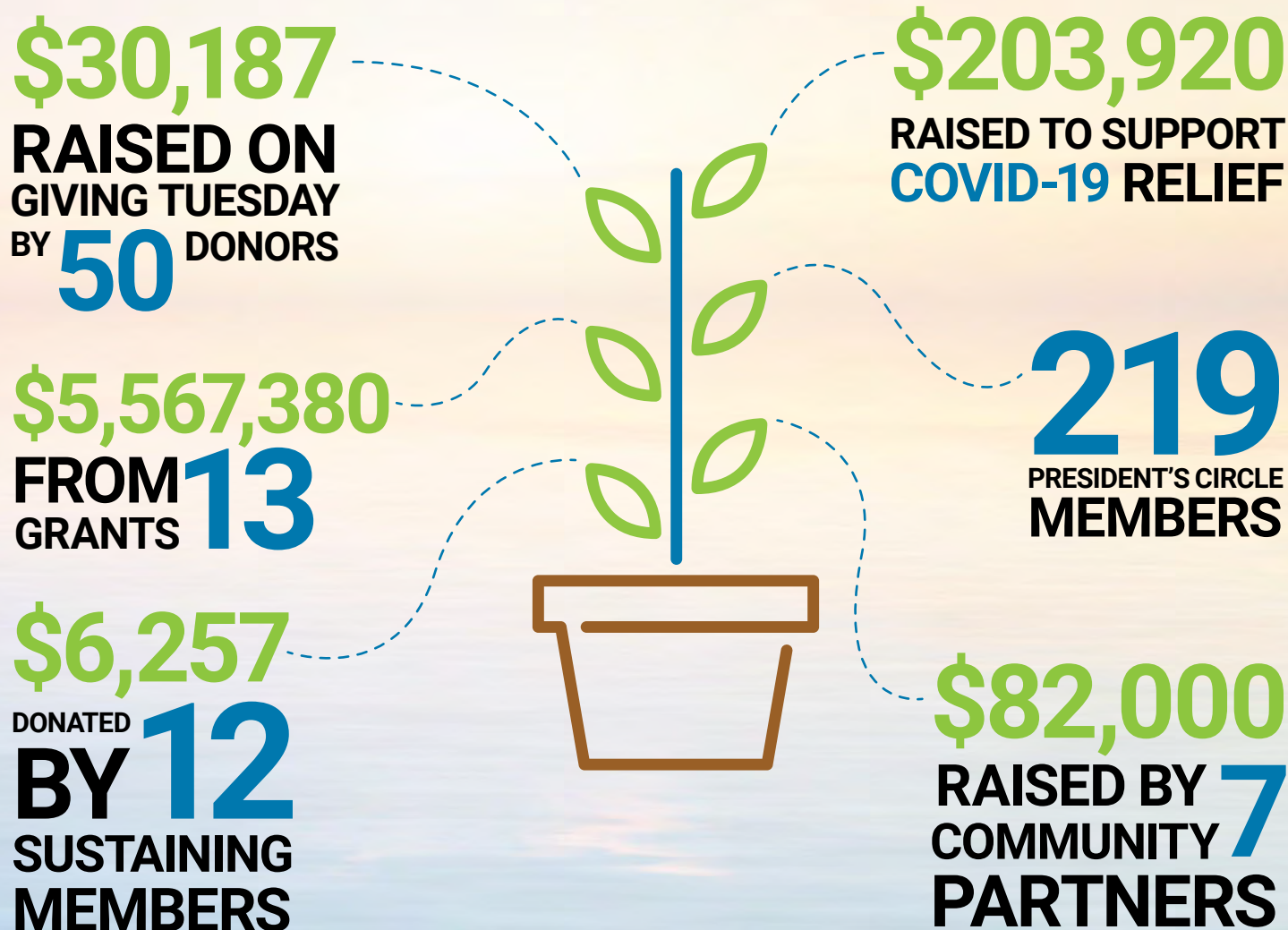
“Our kids were born there and our family continues to get care there. It’s important to have and support access to the kind of health care MaineGeneral provides. Our business is here because of MaineGeneral so it’s important to us that we reciprocate the support.

— John and Khristine Scott

MaineGeneral Philanthropy at a Glance

Our annual fund has been critical in helping us meet the demands and challenges that COVID-19 presented our community. As a not-for-profit health care system, MaineGeneral relies on our annual fund support to meet emergent needs as they arise and subsidize mission-driven work that often operates at a loss but is critical to the health and safety of our community.

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.



Overall funds raised for FY21 totaled **\$7,659,703** as of June 16, 2021.*

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.

* Includes grants

Annual Campaign

7/1/20 – 6/17/21

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We couldn't do it without you!

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Harold Alford Foundation
David and Janet Preston
United Way of Kennebec Valley

Benefactor's Circle - (\$10,000.00 +)

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Harvard Pilgrim Health Care
Health Resources Services
Administration
John T. Gorman Foundation
Maine Center for Disease
Control
Maine Emergency
Management Agency
Northern Maine Development
Commission
State of Maine DHHS
United Way of Kennebec
Valley

Kennebec Circle

The Will Atkins
Trust
The Barker
Memorial Fund
The Marjorie &
Rufus Bond
Benevolent Fund
The Laura E. Carelton Trust
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Estate of Mabel Davis
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The Florence Drew Trust
The Gordon Drew Trust
The George & Frances Averill
PFDN
Estate of Arthur Dube
Alice Emery*
The Cora M. Harris Trust
The Nettie F. Haskell Trust
Stephen Helme*
Percy W. Howard and Bernice
M. Howard Charitable Trust
The Edward K. Leighton Trust
Stanley Field Marr CRT
The Percy Marston CRT
Fred L. & Leona Murray Trust
J. Miles Owens & E. Owens
Trust Fund
The Johnson W. Parks Family
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The Josephine Bell Trask
Trust
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Elsie & William Viles
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Madge H. Walker Trust
Estate of Eleanor Webb

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Capital Area Federal Credit
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(\$500.00 +)

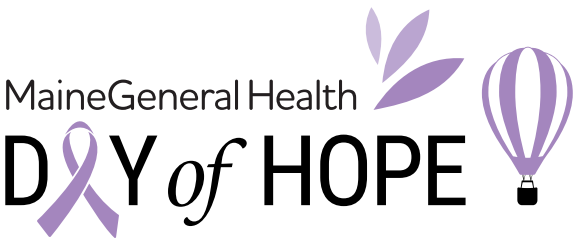
Colby College

☉ = Partnership Program
Supporter

These organizations
generously partner with
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combination of annual
support and event
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provides consistent income
while maximizing donor
recognition throughout the
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*These donors are members of
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who have made an
important commitment to its
future through gift planning,
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