## IMPACT REPORT 2019-2020



## Pivoting for the Health of our Community







The board is very excited to welcome Jim Bauer as our new Chief Development Officer. Jim brings with him a long history of philanthropy effort in our community and has already recruited some strong team members. Jim's vision for the Foundation is refreshing and we look forward to collaborating with him, now and for many years to come.

KATHY GORDON, PAST BOARD CHAIR



### Changing course to address unexpected needs

Jim Bauer, Salem Health Foundations chief development officer

THE SALEM HEALTH FOUNDATION makes a difference! Let's celebrate our work that brings focused support and action. We are helping others, changing lives, and improving our communities. Congratulations on the helpful differences you made.

The work we do together is a tonic that soothes the overwhelming power of illness in people with few resources and severe conditions. The work we do together may not appear dramatic, but we are effectively delivering hope to people who need extra support or care.

This year has been unprecedented because of the COVID-19 pandemic. Families will tell heart-wrenching stories for generations about their restricted ability to comfort loved ones during the COVID-19 crisis. These stories make our hearts ache and represent how personal sacrifice actually becomes a collective behavior that helps everyone.

On the other hand, 2020 is also unprecedented for heart-filling stories. Selfless generosity was everywhere! The foundation targeted needs for useful COVID relief but also added:

- Scholarships to the future nurses in our communities.
- Mindfulness training and grief counseling for front-line staff.
- Testing equipment that gets faster results to Salem citizens.
- Vaccinations, tests and protection for vulnerable people.

These are powerful examples of what you make happen through your support of the Salem Health Foundation.

Please indulge me as I make a pitch about the foundation: Support us first when you want to make a local difference in health care for the vulnerable and underserved. Support us first when you believe that health care is best delivered by Salem caregivers. Support us first if you think your single voice needs to be significant and important in helping others with health care support. Together, we are the catalyst that turns your interest in helping others into action that makes a difference. Your support will do good things for others.



## Providing world-class support to our community

Alex Casebeer, Chair, Salem Health Foundation board of directors



A COLLABORATIVE
RESPONSE TO
COVID-19 BECAME
A REALITY DUE TO
YOUR SUPPORT

A NY EXTRAORDINARY PLACE for living and working offers easy access to quality health care. Our Salem area is no exception. As board chair of the Salem Health Foundation, I assure you that our work serves an important purpose in bringing quality health care to Salem residents. Where Salem Health is delivering the highest quality care through its hospitals and clinics, the foundation comes alongside and adds very valuable assistance in areas of genuine need.

Please permit me to use an analogy to describe the relationship between Salem Health and the Salem Health Foundations. Imagine that Salem Health is a world-class athlete. No stretch of the imagination as Salem Health is a top 8% performer among all hospitals in the United States. Imagine Salem Health as an athlete who is constantly seeking to deliver peak performance. No stretch with this either, as Salem Health rigorously engages in practices for continuously improving the quality of their care. Now, imagine that the foundations are a means of providing this athlete with extra support. The foundations provide a thoughtful and useful portfolio of encouragement, equipment, sustenance, and energy. We receive your support; we use it for nourishment, they use it for performance, and together we find broader successes and better health care for our community.



Individuals and 67 businesses donated personal protective equipment (PPE) — including masks, face shields, and gloves.



We purchased new ventilators for \$279,000.



We supported the startup of Alluvium Mobile Health Team (alluv.org) by granting them \$18,000.

What is new? We pivoted when COVID-19 hit, and we distributed a remarkable amount of assistance and care. This year of extraordinary circumstances required that we look outside our regular support areas. We extended our resources and employed your generosity to add support toward improving areas of community health. We helped with the startup of Alluvium, who is finding local success by directing aid to many who are alone, without means, without homes, and who have an extreme and chronic illness. Your support aided the vulnerable many who needed transportation support, transitional housing support, or who required extra safety or cancer care.

Our community was generous with an extraordinary outpouring of meals and treats for health care workers. The foundations came alongside this community generosity and delivered important health support intended to address the stress shouldered by health care employees. We offered grief support, mindfulness and stress reduction tools, a free cup of coffee, and sometimes a



caring ear. Your generosity to the foundation kept the Salem community better supported and nurtured around health care.

On behalf of the board of directors, please accept my offer of thanks for your support of the foundation and your demonstrated care for the health of the Salem area community. We have some extraordinary plans to do more, to do better, and to make valuable investments that will improve livability in Salem, and we need your continuing support to make this happen! I believe the Salem Health Foundation influences the quality of care in our communities. I hope that you will see this clearly in the information discussed in this annual report.

We pivoted when COVID hit, and we distributed a remarkable amount of assistance and care.



The Foundation funded \$140,000 in protective equipment (CAPR and PAPR\*) for staff at Salem and West Valley Hospitals.

\*CAPR: Controlled Air Purifying Respirator; PAPR: Powered Air Purifying Respirator



Community members and businesses provided more than 26,000 meals and countless treats.



We poured more than 7,500 cups of coffee.



We covered the cost for one-year subscriptions to a leading stress management and meditation app for all Salem Health staff.





The Salem
Health
Foundation
invested
\$57,000 for
what became
the Salem
Health
Emergency
Department
First
Responder
Resiliency

Program.

#### **Caring for emergency caregivers**

"There is a true emotional cost to selflessly caring for people that are themselves traumatized and distressed," said Amie Wittenberg, director of Salem Hospital's emergency department, trauma program and psychiatric services. "This unique area of care can expose employees to a kind of fatigue, which can drive a sense of low accomplishment, exhaustion or inability to cope. We don't want this kind of fatigue to cause employees to consider leaving the department, hospital or even their profession."

Our desire to keep our quality of care high led us to seek improvements to the situation in our emergency department. We analyzed surveys, developed metrics and sought solutions that would address the emotional costs being experienced by employees. Evidence showed that 86% of staff had

experienced at least one of the three classic symptoms related to their work: exhaustion, depersonalization, or a reduced sense of personal accomplishment.

In July 2019, emergency department leaders devised a one-year pilot program effort to address their concerns. Local crisis chaplains agreed to provide on-call and regular rounding support for doctors and employees in the emergency department. The Salem Health Foundation saw their need and invested \$57,000 for what became the Salem Health **Emergency Department First Responder** Resiliency Program. The leadership team continued their efforts for improvement by creating a training program for staff that emphasized stress management, compassion fatigue and avoiding vicarious traumatization. They developed an ongoing culture shift that emphasized improving resiliency.

"This literally has kept me in this job! Thank you, Salem Health Foundation, for loving us in the emergency department through your generous support!"

"I contacted our staff resiliency chaplain, and he made a world of difference. I am EXTREMELY thankful for having this service available to us."

"Thanks for your commitment to us during our hard times — and just being present. **Sometimes** just sitting and having a conversation is really what I need to catch my breath and fill my ability to continue to serve."



"I had a patient die from a critical incident, and it was super helpful to have a chaplain to debrief with, so I could pick up and successfully care for my next patient."

"I feel this program is critical to frontline caregivers and specifically our mental health. It's a wonderful way to support our department."



Leaders also received a stream of positive feedback (*see samples above*). This effort produced immediate changes in the employee experience. In the first few months, emergency department leadership received data that showed these significant results:

The staff's professional resiliency and job satisfaction scores jumped from 39% to 79%.

The staff turnover rate also dropped by nearly 50% — from 14% down to nearly 7%.

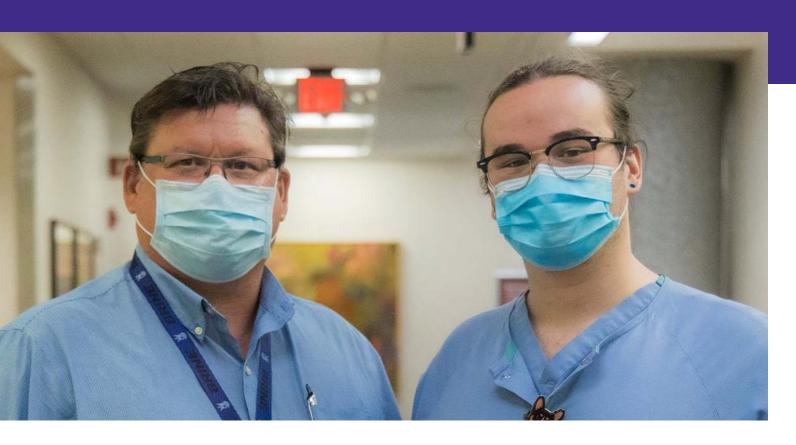
Ralph Yates, DO, Salem Health chief medical officer, said: "Salem Health and the Salem Hospital emergency department leadership

team are committed to creating a culture of resiliency. This work demonstrates how our partnership with the Salem Health Foundation helped us deliver improvements to employee resiliency and emotional health. Clearly, the work thus far indicates this is an essential and useful investment in improved training and better support for self-care."

Innovative efforts like the Salem Health Emergency Department First Responder Resiliency Program would not be possible without the support of those who generously donate to the Salem Health Foundation.

#### A scholarly boost for father and son

Foundation scholarship program also hits major milestone





JON AND PARKER DEMING, father and son, are both attending college to advance their medical careers.

Jon has worked at Salem Health since 2009, first as a nurse, then in administration with physician peer review, and as interim manager of the lab. He's currently the manager of inpatient quality and medical staff support —and working to complete his MBA in health care management.

"My dream of working in health care is being realized after all these years," said Jon. "I feel fortunate that I am able to combine my dream of health care with my love for managing people and systems."

Parker has spent the past six years with Salem Health as a therapy aide and certified nursing assistant (CNA). He currently works as a critical care technician at Salem Hospital. "I have always been so inspired by the people I work with and everything we do at the hospital — such that I want to further my education and get my degree in nursing," said Parker.

The Demings are among the latest recipients of scholarships awarded by the Salem Health Foundation. Investing in future health care providers is important to the foundation, and has been so from the very beginning.

The foundation's scholarship program began in 1968. The first grant was \$500, awarded to a Salem Hospital employee who was enrolled in the Associate Degree of Nursing Program at Salem Vocational Tech., now known as Chemeketa Community College. Since that time, the foundation has now reached a milestone by awarding \$3.3 million in scholarships.

"I have always felt at home at Salem Health and I want to continue working here and serving our community."

-PARKER DEMING

This past year, the Salem Health Foundation once again continued the tradition by awarding \$330,000 in scholarships to 110 very worthy local students — across the Mid-Willamette Valley. Although diverse in their areas of study, all are seeking medical or medically-associated degrees.

Several donor-created scholarships were awarded through the Salem Health Foundation including:

- The Rollin Haag nursing scholarship.
- The Elmera "Tiny" Richardson nursing scholarship.
- The Sewell Family scholarship for medical or nursing students.
- The Grayce & Glola Sigg nursing scholarship.
- The Salem Self-Help Nursing Scholarship, which was awarded through the Salem Foundation.

Many of the scholarship recipients, like the Demings, indicate they plan to return to the local area or continue their work at Salem Health after completing their degrees.

"I look forward to seeing what more I can offer Salem Health in the future," said Jon.

Parker added: "I have always felt at home at Salem Health and I want to continue working here and serving our community."

Donors have supported student scholarships for more than 50 years and provided the opportunity for hundreds of students to pursue their dreams. Because of their generosity, the Salem Health Foundation can continue its work to ensure a healthy community by investing in future providers, guaranteeing residents of the Mid-Willamette Valley will have access to high quality, local health care in the years ahead.



In honor of the year Salem Hospital opened its doors to the community, the 1896 Society was created to recognize the commitment of individuals who made planned gifts to the Salem Health Foundation, regardless of the amount.

Planned gifts can take many forms, including a bequest in a will, a life income gift (charitable gift annuity, charitable remainder trust), or some other arrangement.

If you have already made provisions that would qualify you to be a member of the 1896 Society, please contact the foundation staff so that we may properly thank you for your generosity and commitment to the health of our community.

Call 503-814-1990 or email: foundation@salemhealth.org



"Working alongside the staff at Salem Health has also been a wonderful experience. They selflessly provide the highest level of care for our most vulnerable community members."

#### A message of gratitude

Jill Munger, Salem Health Foundation director of development

 $G^{\rm RATITUDE-I've}$  experienced this feeling nearly every day since becoming the director of development for the Salem Health Foundation in December 2019.

I feel so fortunate to be part of a long-standing, remarkable organization whose mission is to ensure that every member of our community has access to quality, local health care.

I am grateful to work under the leadership of our chief development officer, Jim Bauer, and two boards of directors. Both boards are comprised of outstanding volunteers who are equally passionate about improving the health of our community.

Working alongside the staff at Salem Health has also been a wonderful experience. They selflessly provide the highest level of care for our most vulnerable community members.

Lastly, I am thankful for our many new donors who stepped up over the last several months and showed us their support. These gifts enabled the foundation to quickly respond to Salem Health's and the community's most pressing needs.

Although this is a time of considerable uncertainty, it has also been a time we have experienced great humanity — and for this, I am grateful.



# Thank you to our donors!

#### **Financial Information**

July 1, 2019 to June 30, 2020

Contributions.....\$2,584,569

#### **FUNDS AWARDED**

Hospital equipment
and program support.....\$1,063,409

Scholarships......311,750

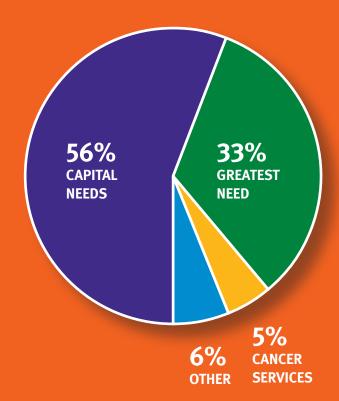
Patient assistance......115,032

Staff resiliency support
efforts.......74,000

Staff, patient and
community education......39,716

Total funds awarded .....\$1,606,907

#### **How Donors Directed their Gifts**



#### **Donor Honor Roll**

Gifts made to both Salem Health & West Valley Hospital foundations 7/1/2019 to 6/30/2020

#### CHAIR'S SOCIETY

\$500,000 and above

PacificSource Health Plans

\$100,000

Edward & Edith Mulkey Charitable Trust

#### \$26,000-\$75,000

The Linda L. Vladyka Breast Wellness Foundation Salem Health Auxiliary State of Oregon - DHS Yoshikai Family Trust

#### \$10,000-\$25,000

Alliant Systems
CD Redding Construction, Inc.
Creekside WGA
Epic Systems Corporation
Hopewell Mennonite Church
Meduri Farms, Inc.
Oregon Community
Credit Union
Robert and Lori Ponec
Salem Keizer Transit
Scott Edwards Architecture
Trauma Nurses Talk Tough
Michael and Alix Truax
Cheryl and Jerry Wolfe

#### \$5,000 - \$9,999

Adele Allison
Laura Ayers
Cherry City Electric
Columbia Trust Company
Sheryl and Doug Dawson
David and Leanne Hays
Oregon Oncology Specialists
Pioneer Trust Bank Foundation
Salem Hospital
Spirit Mountain Gaming, Inc.
John and Ann Stevens
Valley Credit Union
Anda and Michael Yangson

#### **LAMPORT SOCIETY**

#### \$1,000-\$4999

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Shilo Biegel Tim and Deborah Blair Kelly Blanco Matthew and Kimberly Boles Ordena Bond Garth and Joan Brandaw Jennifer and Tony Broadus Valli and Merlyn Brunken Terry and Jo Ann Bucher Crystal and Doug Buchheit Alex and Ashley Casebeer Zennia and Eduardo Ceniza Center Pointe Signs Christine and Drew Clarke Malinda and Dirk Close Columbia Bank - Dallas Branch Mike and Jane Compton Pamela and Arturo Cortez Courthouse Club Fitness Dallas Retirement Village Katherine and Ben Dobler Mark and Jacqueline Dolan Don Frank Floors, Inc. Cassandra Dornhecker Timothy and Ashley Duenas **Dynalectric Company** John and Barbara Elliott Paul and Joan Evans Eric and Holly Fiskum focusEGD Fran Franklin Fraternal Order of Eagles Ladies Auxiliary Aerie 2081 Fraternal Order of Eagles Men's Willamette Aerie 2081

Fraternal Order of Eagles
Men's Willamette Aerie 2081
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Corey Goldberg and

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Solutions Norm and Chris Manselle Jeremy and Cathy Michaelson Jill and Kelly Munger Kristen and Rick Myers Earlene Naylor Jaime Nichols ODP Solutions, Inc. Odyssey Custom Floors, Inc. (dba Color Tile of Salem) James Parr PBS Engineering and Environmental Inc. Pence Construction **Physiq Fitness** Portland General Electric Co. Leland and Dee Rathbun Mitch and Kelleigh Ratzlaff Nancy and Terry Reyes-Molyneux Lis Rodman Gayle Rodriguez RunSignUp Inc. **Becky Ruppert** Salem Emergency Physicians Service, P.C. Edwin and Rita Sather Brandon and Stacey Schmidgall Jason Schulze

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Dan and Susie Sewell
Ken and Betsy Sherman
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Jon Shipley
Darin and Lisa Silbernagel
Michael and Marilyn Skindrud
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Carla and Michael Soukup
Kerrie Spicer

Deborah and Brian Sund The Network Consulting Nikki Thomas Greg and Mary Tibbot Michelle Tobias Brenda Umulap Urban Legends US Bank

Maria and Pierre VanDerHeyden Nicole and Dwight

VanDerHeyden Gladys Vasquez Ramirez Lorraine Vickery Lee and Julie Vranna Cindy and Paul Wagner **Bob and Cheryl Wells** Hans and Kathleen West West Salem High School Western Partitions, Inc. Westside Landscape Darrel and Charlene White Wild Pear Downtown, LLC Michael Willis Robert and LaVonne Wilson Rachel Wixson Ralph and Laurie Yates

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\$250-\$499

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Jim Bauer, chief development officer Jill Munger, director of development Phom Ashford, executive analyst



#### **Salem Health Foundation**

P.O Box 14001 Salem, OR 97309 503-814-1990

salemhealthfoundation.org