

asanteforward
transforming the health of our community



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the asante foundation

As the philanthropic arm of the Asante Health System, the Asante Foundation partners with the community to enhance health care in the region. Established in 1973, the Foundation is committed to transforming the quality and scope of health care in Southern Oregon.

The Asante Foundation works in partnership with the community to meet the growing needs of the region. Through fundraising, community engagement and events, the Foundation raises awareness, and most importantly, funds. Community involvement is crucial, not only for enhancing local health care, but also for creating a critical health infrastructure to support a healthy, thriving community for years to come.

about asanteforward

AsanteForward is the Foundation's most ambitious and significant philanthropic effort to date, with a goal of at least \$50 million. The purpose of the campaign is to transform the quality and scope of health care available in Asante's nine-county region, providing residents with exceptional medical care in our own community.

the asanteforward campaign initiatives

The goals of the AsanteForward campaign will help expand the range of services the hospitals offer, and add technology and infrastructure to serve the community's needs well into the future. AsanteForward campaign initiatives include:

1. behavioral health initiative



One in five people in the U.S. will be affected by mental disorders at some point in their lives.¹ Oregon has the highest rate of mental illness of any state in the country.² Asante is addressing this critical need in our region.

Connecting those in need with treatment options is Asante's goal. Early work on the Asante Behavioral Health Initiative has set the stage for one of the most transformational mental health projects in our region. Included in this initiative is a new behavioral health unit, system-wide implementation of the Sanctuary Model® and the expansion of community partnerships.

The Asante Foundation is committed to raising \$5 million toward the Asante Behavioral Health Initiative.

2. atrmc emergency department



Currently, the Asante Three Rivers Medical Center Emergency Department in Josephine County is set up to support 27,000 patients annually. With a volume today of 41,000 patients per year, we are challenged in our ability to care for patients. Once completed, the community will benefit in a variety of ways including:

- Reduced wait time
- More patient beds, from 19 to 30
- Improved technology for advanced care
- Increased patient privacy
- Greater comfort for waiting families
- Adapt treatment rooms for people experiencing mental health challenges to over a calming and healing environment

1. <https://www.nami.org/learn-more/mental-health-by-the-numbers>

2. <https://namior.org/oregon-ranked-worst-for-prevalence-of-mental-illness/>

3. cancer center



More than 2,000 new cases of cancer are diagnosed each year in Southern Oregon, a figure that continues to grow, along with the population.

Aiming for a community goal of \$10 million, the state of cancer care will be transformed with a new regional cancer center, soon to be home of the most advanced cancer treatment in the region. In one convenient location, the Asante Cancer Center will provide patients:

- A top-floor infusion services area to deliver chemotherapy and specialized treatments with exceptional comfort and expansive views
- Radiation oncology with top-of-the-line technology to deliver the most precise radiation
- Exam rooms and physician offices organized for enhanced communication among providers, patients and caregivers
- Offices for visiting specialists and sophisticated video conferencing capabilities to facilitate care coordination between all providers on the care team
- Onsite PET/CT services to increase cancer diagnosis and tumor staging capabilities
- State-of-the-art meeting space for tumor board collaboration, conferences and after-hours public use including support groups and informative classes

4. women's and children's health



Women and children have unique health care needs. A woman's reproductive system requires specialized care throughout her adult life — and children require pediatric facilities specifically designed to accommodate babies and children, with a child-friendly patient-approach to match.

Asante is committed to meeting the unique needs of women's and children's health by offering personalized, integrated care that aims to improve and maintain good health for all stages of life. The AsanteForward Women's and Children's Health Initiative include the following enhancements:

- 14 labor and delivery rooms
- 2 surgical suites for C-section deliveries
- Co-location of all pediatric services with 16 private rooms and four "swing rooms" to provide a safe environment for children facing mental health crises
- A designated area for outpatient pediatric infusions, including chemotherapy
- Private NICU and special care nursery patient rooms to accommodate 32 babies
- A designated area for an OB Emergency Department
- Advanced medical therapies and specialized treatment for women of all ages and stages

5. cardiology



Asante's heart and vascular program is nationally recognized for providing outstanding cardiac care. State-of-the-art facilities give patients throughout Southern Oregon access to dedicated and experienced cardiovascular and thoracic surgeons. By enhancing its services, Asante will continue to stay at the forefront of cardiac care, provide greater access to populations at risk and offer the most advanced treatment options. The AsanteForward Cardiac Campaign Initiative advances include:

- Expansion of care infrastructure for the next 20 years
- 6 cath labs in the renovated surgical suite area
- 2 cardiovascular surgical suites
- 24 cardiovascular prep/recovery areas
- Locating cardiovascular, extended-stay and CCU on the same floor



6. advanced surgical services

The most advanced surgical services are directly dependent upon state-of-the-art facilities, featuring the latest equipment, along with highly-trained surgeons. Current operating rooms do not provide standardized and optimal space for both patients and surgeons.

Asante's advanced surgical services help to ensure the best possible access and surgical outcomes. Enhancements include:

- 16 new operating rooms, totaling 20
- 6 cath labs
- 2 cardiovascular surgical suites
- An increase from 5 to 8 endoscopy suites

7. critical care



During life-threatening medical situations, it's vital patients have the most technologically advanced equipment, sophisticated treatment options and dedicated staff to help ensure optimum medical outcomes.

To best serve the community, a new patient pavilion will house the Critical Care Unit. The unit's increased capacity provides patients more access to the latest treatment options for their most acute medical needs. Critical care outcomes are enhanced by the quality of both the physicians and facilities as key treatment is delivered. Our dedicated medical staff, along with the latest technological advances have Asante well-poised to provide the best possible care for our community. The AsanteForward campaign includes the following critical care advances:

- Double capacity by increasing from 31 to 64 rooms
- Patient- and family-focused state-of-the-art facility
- Leading-edge, critical care technology

asanteforward giving goals

The AsanteForward goal of \$50 million is allocated as follows:

\$5M		behavioral health
\$3M		emergency department
\$10M		cancer center
\$32M		medical tower

ways to give

There are many ways to support the Asante Foundation including:

Current Gifts: The most common way to make an immediate gift is by writing a check or using a credit card to make a contribution. This type of gift provides an instant resource for Asante and generates a charitable income tax deduction in the year of the gift.

Pledges: Dedicated and committed support over time is the most beneficial way to give. By making the Asante Foundation a priority in charitable giving, you provide the support that brings health care excellence to patients and families in our community. Donors can make a pledge and pay over multiple years on a schedule that meets your financial situation.

Bequests: You can leave a philanthropic legacy by including Asante Foundation in a will. This simple language illustrates how to phrase a general bequest to Asante Foundation.

I give, devise, and bequeath (amount, percentage, or asset) of my Estate, after taxes and debts have been satisfied, to Asante Foundation an Oregon nonprofit corporation, located in Medford, Oregon.

Appreciated Assets:

- 1) **Real Estate** - You can help Asante, enjoy tax benefits and potentially set up a lifetime stream of income by donating many types of real estate assets.
- 2) **Stocks** - One of the most popular methods for charitable giving is donating stock that has increased in value, once it has been held for more than one year. You may be able to avoid capital gains tax and receive a charitable income tax deduction equal to the fair market value.

Gifts That Provide Income: Charitable Gift Annuity - This type of annuity simultaneously provides a charitable donation, an income tax deduction and a guaranteed lifetime income stream to the donor, often creating a situation where the donor has the ability to give much more than originally thought.

For more information about giving, please call (541) 789-5025.

ways to get involved

Join a Champions Group. Champions Groups are brand ambassadors that link the hospital's initiatives to the community. They're made up of community members, professionals and others, united to support fundraising efforts, project initiatives and specific service lines including cancer, behavioral health, the Children's Miracle Network and the Spears Cancer Center. Champions are our advocates in the community, raising awareness for these areas of need. Although these groups support fundraising, they do not ask for money. Instead, participants become experts about the vision and opportunities particular to each group. Champions Groups build awareness in the community — connecting, identifying and bringing individuals and organizations together.

Start Your Own Fundraiser. You can help support local patients by starting your own fundraiser! Whatever your event entails – a birthday, bake sale, celebration, run, social media campaign and more – it's a great opportunity to spread awareness and support the community we live in. Donors can sign-up to create their own fundraiser on the Asante Foundation website or create a campaign on Facebook.

No-Shave November. The goal of No Shave November is to raise awareness and funds for cancer patients by embracing the very thing that they often lose: their hair. Participate by growing facial hair, letting those legs go natural and skipping waxing appointments — and then donating the money you typically would spend on shaving and grooming to help in cancer prevention/ education, and aiding those fighting the battle. Participants are encouraged to donate and ask others to make a donation in sponsorship. Businesses are asked to form teams by rallying employees and customers to participate and donate.

Miracle Jeans Day. Held annually, Miracle Jeans Day is a day all about kids, going casual and a good cause. So how does it work? Asante and local businesses encourage their employees to wear jeans on a specific day for a minimum donation of \$15 to the Asante Children's Miracle Network. When the time comes, you can simply select your participation level for Miracle Jeans Day, sign up and grab your favorite denim. A win-win; a casual day for a good cause.

ways to get involved continued

Corporate Sponsorships. The Asante Health System's reputation for excellence has attracted the support of some of southern Oregon's most distinguished businesses, that are not only enthusiastic about giving back to the community but also investing in its well-being. Your company can make an immediate impact in our community through corporate giving — providing much-needed funds that allow Asante to continue providing excellence in health care. We truly appreciate the support of businesses who have partnered with us, which in turn helps us to provide the best for our community. We look forward to partnering with you to invest in the health of our community, and in the future of Southern Oregon.

oregon wine experience

The Oregon Wine Experience® is the region's premier wine event, a week-long wine and culinary experience taking place August 17-23, 2020. It is also the Asante Foundation's biggest fundraiser. This event includes wine tastings, epicurean adventures, everything Oregon and more — all to benefit children's health and other health care programs at Asante.

For the past six years, proceeds from The Oregon Wine Experience have benefitted both health care initiatives at Asante and the Children's Miracle Network, attracting thousands of visitors and raising nearly \$5 million to date. Proceeds from the wine festival have helped to fund cutting-edge equipment, life-saving treatments for children and a strong support network for patients and their families.

With wine and culinary events year-round through Oregon Wine University®, the Oregon Wine Experience is the pinnacle event – drawing food and wine lovers from both near and far each summer. This is a unique opportunity to indulge in fine food, wine and culture—all for a very worthy cause.

For tickets and event information visit www.theoregonwineexperience.com or call (541) 789-5025.

fast facts

Asante is a nonprofit, 501(c)(3).

The Asante Foundation is a nonprofit organization approved by the Internal Revenue Service as a tax-exempt, charitable organization. The Asante Foundation Tax ID # is 93-6087366.

Asante is local.

Asante was created in and is committed to Southern Oregon.

100% of donations go directly toward initiatives.

Every dollar donated to the Asante Foundation goes directly to an area of need. This is thanks to generous donors, our community and the Foundation's unique infrastructure.

The Asante Foundation is more than four-decades old.

Established in 1973, the Asante Foundation is the philanthropic arm of the Asante Health System. The Foundation is committed to transforming the quality and scope of health care in Southern Oregon.

Philanthropy is an important element in health care.

In a constantly changing and financially-challenged health care landscape, philanthropy enhances treatment access and options for our community — giving patients the latest in technology, treatment innovations, services, structures and expert medical staff. Philanthropy is vital in supporting the demands of excellence in health care today and will become even more vital in supporting future capital projects for the health care of tomorrow.

We have a \$50 million goal.

The AsanteForward campaign is our most ambitious and significant philanthropic effort to date, with a goal of at least \$50 million. The purpose of the campaign is to transform the quality and scope of health care available in Asante's nine-county region, providing residents with world-class medical care in our own community.

Gifts are tax deductible.

Contributions to the Asante Foundation are considered tax-deductible.

contact

contact: Andrea Reeder
andrea.reeder@asante.org
(541) 789-2590

website: asantefoundation.org

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@AsanteFoundation

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Asante Foundation