



Promises Fulfilled

2020

A Celebration of
Generosity and Volunteerism



ASANTE[®]
Foundation



“Real generosity toward the future lies in giving all to the present.”

- Albert Camus

A Welcome from Floyd E. Harmon, Executive Director

Welcome to Promises Fulfilled, Asante Foundation’s annual celebration of philanthropy and volunteerism. It’s a celebration of you – the most generous and loyal individuals who invest your time and financial resources in the health of our community, through Asante Foundation. Like so many things this year, our celebration looks a little bit different. Because we can’t gather together, we bring the celebration to you.

While 2020 has made us more physically distant, it has also brought us closer together. You have proven that generosity connects us all. As our community faced incredible obstacles, you stepped forward to help where help was needed. You answered the call of the present, while you kept your eyes fixed a better tomorrow.

This year’s honored donors and volunteers share your vision. As you read their stories and are inspired by their generosity, you may also recognize a bit of yourself and your own reasons for giving. When you watch the enclosed videos and hear the deeply personal experiences of Nicolas, Ulys and Kendall, you will know that your philanthropy changes lives. Thank you for the impact you have on health care for the patients and families throughout our region.

Floyd E. Harmon



asanteforward 
transforming the health of our community

AsanteForward is the community’s most ambitious and significant philanthropic effort to date, with a goal of at least \$50 million.

The campaign will transform the quality and scope of health care available in Asante’s nine-county region, providing exceptional medical care, close to home, for years to come.

These initiatives drive:

- Behavioral health
- Cancer care
- Expanded emergency services
- A new patient pavilion to house several areas of excellence:
 - A new women’s and children’s hospital
 - Cardiac care
 - Critical care
 - Advanced surgical services

Many of you have contributed to this bold campaign effort and to date, more than \$14 million has been raised! During unprecedented times, babies are still born too soon and too small, people still receive cancer diagnoses and critical care is needed more than ever. Your generosity is essential to make sure our region remains resilient, vibrant and strong.

Thank you for moving *AsanteForward*.



You Were There

In 2020, we all faced unprecedented challenges, loss and hardship that have literally changed the way we live.

Simultaneously, you offered a helping hand to the community, patients, frontline health care heroes, first responders and caregivers. From gathering Personal Protective Equipment (PPE) for health care workers, to supporting the Compassion Funds for employees affected by the pandemic and wildfires, you were there.

Donors contributed more than 260,000 PPE items, ensuring Asante has an adequate supply of protection to keep patients and workers safe. Your support also assisted more than 100 Asante employees who are displaced from the wildfires, as they build their lives again from the ground-up, all while caring for all of us.



"Oh, my goodness, I don't even know how to thank you all so much. The prayers, gifts and emotional support are so greatly appreciated and needed by so many during this time. I can't thank you all enough."

- Linda, a grateful Asante employee



Oregon Wine Experience went virtual this year!

The unique experiences allowed everyone to enjoy programs, auctions and wine from the comfort and safety of their homes. Two online auctions and livestream programs attracted over 3,400 people to tune-in and bid, generating more than \$1.1 million for Children's Miracle Network and other Asante health care programs!



75+ Event Sponsors The event looked very different this year. Oregon Wine Experience was possible thanks to you, our Presenting Sponsors and Community Partners. Your support wrapped around Oregon wineries, culinary partners and health care—all industries critically impacted by COVID-19, and we're thrilled with the outcome.

96 Participating Wineries Whether you entered the Oregon Wine Competition, educated consumers at Oregon Wine University classes, created custom craft for the Founders' Barrel Auction or opened your doors for an Ultimate Vintner Dinner, we raise our glasses to you! You make up the very best of Oregon.

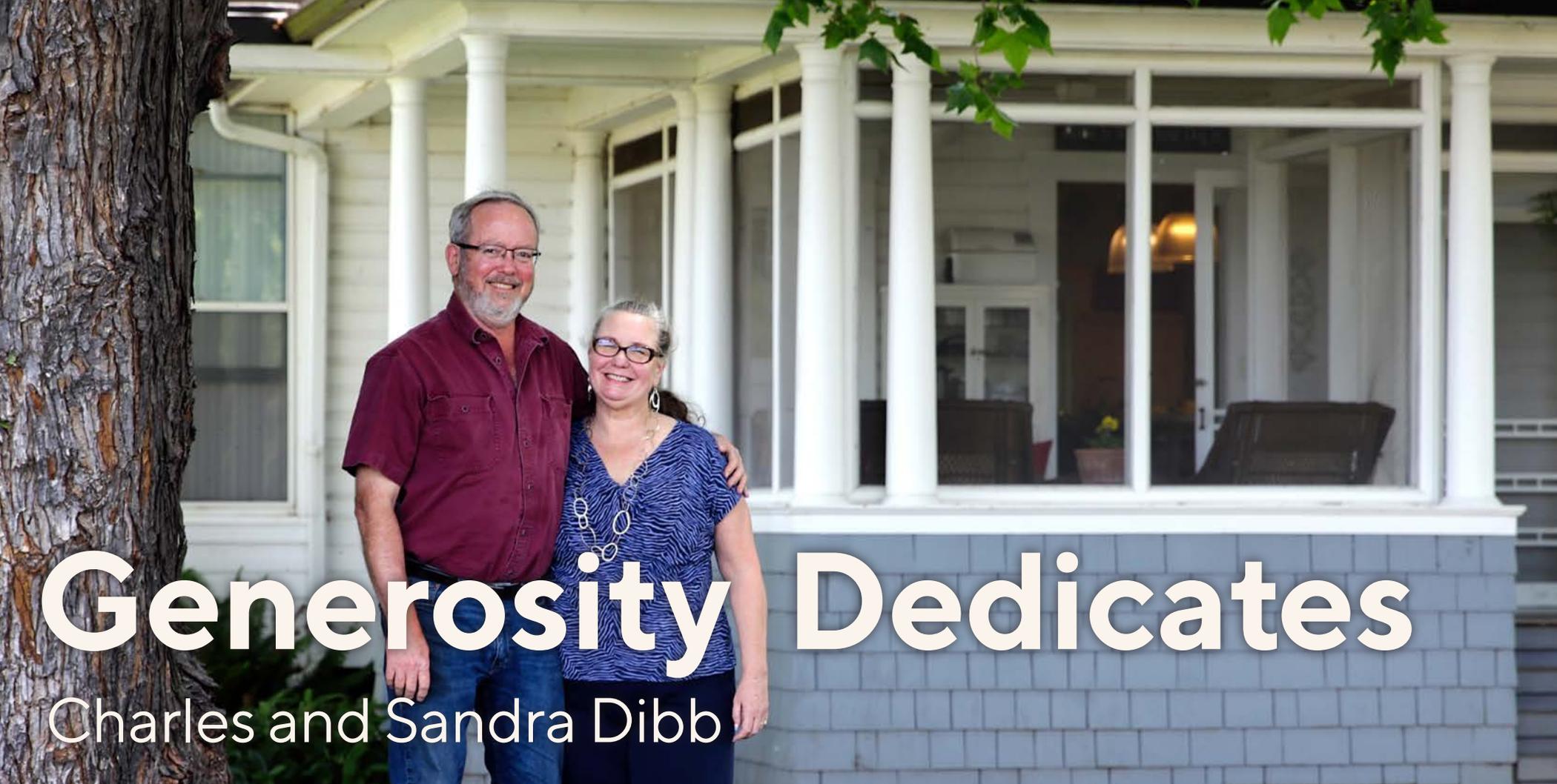


800 Meals Prepared Thanks to our culinary partners, sponsors and viewers enjoyed scrumptious food from the comfort and safety of their homes, and at intimate Ultimate Vintner Dinners. Our hats and hearts go out to the talented teams at all 21 restaurants who partnered with Oregon Wine Experience this year.

Value Of Your Generosity = Priceless We owe so much to our amazing donors, volunteers and supporters. We are grateful for your continued generosity during this unique year. Your impact continues to grow through this event, directly supporting Children's Miracle Network and Asante Foundation's capital campaign, *AsanteForward*. You are transforming health care in Southern Oregon.



Stay tuned for exciting updates on the horizon!



Generosity Dedicates

Charles and Sandra Dibb

Past President of Hematology Oncology Associates, Dr. Charles Dibb and his wife Sandra understand the impact of supporting projects that improve the lives and health of local patients and families. As a Cancer Center Champion, Dr. Dibb has been engaged in the AsanteForward campaign for the Asante regional cancer center, which will meet an urgent community need he knows all too well.

Charitable giving has been a lifelong endeavor for the Dibbs. Education, research and health are passions of theirs. The couple has instilled a philanthropic spirit in their sons; they enjoy seeing the impact their family

makes in their home communities. In gratitude for their leadership gift and in recognition for Dr. Dibb's devotion to ethics in cancer research, a space in the regional cancer center will be named for the family.

"In my career, I talked to patients and families every day who are just overwhelmed and terrified with the illness of themselves or their loved ones. To have a centralized cancer center will be just so much easier for them."



Generosity Exemplifies

Robert Begg and Ken Ogden

Before he was an Asante employee, Robert was part of the Asante family. The parent of a child treated for critical illness at Asante Rogue Regional Medical Center, he experienced the compassion of the pediatric team. Today, as Vice President of Human Resources, Robert is a visionary leader, responsible for attracting exceptional workers and retaining them with practices that support individuals and families.

Robert has given back to Asante for 14 years, through employee giving campaigns. Now, he has made a leadership pledge to support AsanteForward. He is joined in this commitment by his husband Ken, an esteemed architect known for providing pro bono services to local charities that serve children and families in need.

Their firsthand experience as fathers and their insiders' understanding of the AsanteForward plan bring confidence to their investment, while they lead by example.

"Asante is so true to their mission—it's all about the community's health. It resonates. We have been proud and honored to be a part of that."

Generosity Continues

Asante Three Rivers Medical Center Auxiliary



Greeting visitors, providing bedside comfort, easing worries in the Emergency Department, operating the gift shop; these are just a handful of the ways the Auxiliary of Asante Three Rivers Medical Center (ATRMCA) serves the people of Josephine County. They are the warm and welcoming heart of ATRMC. The Auxiliary's history of service reaches back more than 67 years in the community. One volunteer proudly holds the title of oldest serving auxiliary - at 104!

These deep roots in the past are balanced by a generous vision for the future of health care in the community. In addition to their priceless time, the group has repeatedly given financial support for improvements to

advance patient care. Their most recent investment is a leadership pledge toward the expansion of the Emergency Department (ED). This much-needed construction and renovation will impact each of the more than 41,000 patients who visit the ED, each year.

"We will see people being served quicker. We will see better health care, because of the Emergency Department expansion."

Generosity Communicates

Rosebud Media



rosebud
MEDIA

Rosebud Media and Mail Tribune exist to serve the community, as local news outlets, but the company's devotion goes much deeper than that. Investing in the growth and vitality of the community is a guiding value that Rosebud Media, and its employees, embody.

Rosebud Media and Mail Tribune ensure the community has what it needs, especially in turbulent times. As the COVID-19 pandemic became a threat to Southern Oregon, their team supported Asante's effort to gather personal protective equipment (PPE). For months, they donated full-page news space to communicate this critical need throughout Southern Oregon, resulting in many donations.

Then, as the Oregon Wine Experience® moved into a virtual format, Rosebud provided robust in-kind support from its creative team. Their engaging videos helped donors understand how to participate and, most importantly, why their gifts matter to local children and families.

"Rosebud is committed to coming together as a community partner and figuring out the best way to use our voice. With the reach we have during a year like this, it's invaluable to get the word out about different resources to help the people of Southern Oregon."



Generosity Reflects

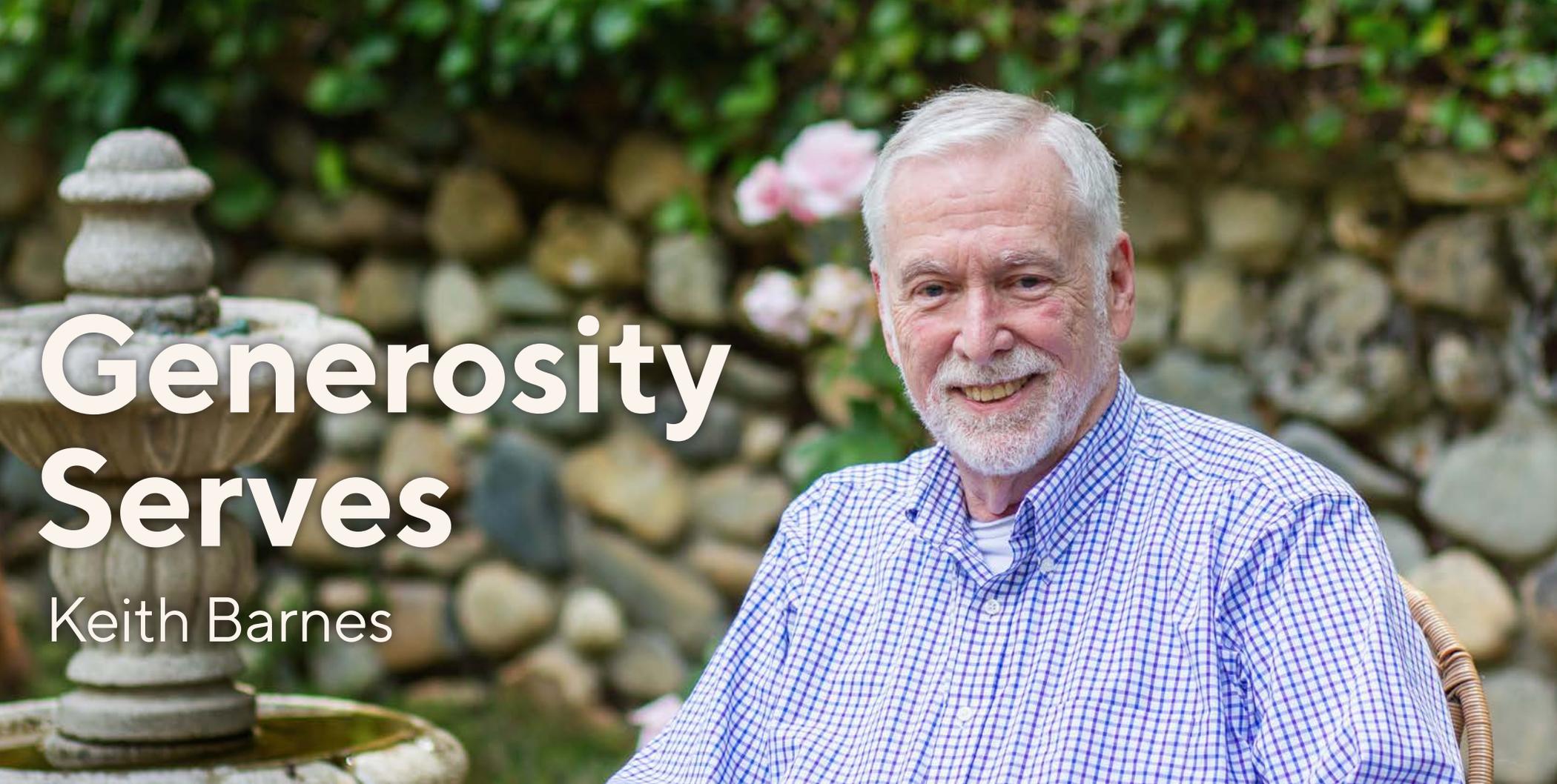
Sherry Schroeder

Sherry Schroeder approaches philanthropy with the same purpose-driven and enthusiastic nature she brought to her business career. Raised in Southern Oregon, she and her husband now devote their time and resources to supporting local causes, including Asante.

Health, education and opportunities for women are causes that Sherry and her husband are proud to support. They carefully evaluate organizations before dedicating financial resources. Their decision to direct a portion of their estate to Asante stemmed from personal experience and understanding the community's needs. Knowing that 100% of their contributions are directed to the area of impact of their choice has given them confidence.

The Schroeders have thoughtfully designed their estate plans to benefit local organizations, including vital components of AsanteForward: the creation of Asante's Regional Cancer Center, and excellence in Cardiac Care and Behavioral Health.

"We feel a strong connection to local charities – our charities are our children. Asante is a financially sound and fiscally responsible organization, with an impressive commitment to the community."



Generosity Serves

Keith Barnes

Keith has created a legacy of giving that reflects his commitment to childhood cancer and families of cancer patients. A finance professional by trade, Keith is a cancer survivor. When he and his wife, Donna, arrived in Southern Oregon, Keith had numerous years' experience with children's health and cancer charity leadership. When Donna passed away after her own battle with cancer, he redoubled his engagement to serve patients and families, through Asante Foundation.

Described as the "ideal volunteer," Keith has served Asante in many ways; as a Board Member and Treasurer for Asante Foundation, Chair of Spears Cancer Center CHAMPS, on the Josephine County planning council for

AsanteForward and as an Oregon Wine Experience sponsor. After his lifetime, a significant portion of his estate will be directed to continue his good work, through Asante. Asked for advice for aspiring donors and volunteers, Keith says giving back needs to be a personal passion.

"I like knowing what philanthropy does for the people we serve. It's a feel-good thing for me. Especially when it's helping someone else."

Nicolas' Story

Grateful for Closeness



At eight years old, Nicolas' only concerns were playing on the soccer field and building his next LEGO set. Then one day, everyday activities became a challenge. After searching for answers, it was revealed: *Nicolas had brain cancer.*

Initially, the Medford family spent many long hours on the road, as Nicolas endured surgery, radiation and chemotherapy treatments in Portland. With three children to raise and a busy restaurant to manage back home, their stress was great. Then, they learned about Dr. Ellen Plummer, the only pediatric oncologist in the region who could care for Nicolas, close to home at Asante.

Through it all, Nicolas' buoyant spirit and bravery inspired his family and others. As his treatment ended, the family began giving back to help other children facing illness at Asante. Recently, they showed their gratitude by providing meals to frontline caregivers facing COVID-19 in our community.

"We feel forever indebted to the care providers and donors who helped save our son's life."



Ulys' Story

Grateful for Coordination

"Mommy, Daddo won't wake up!" 70-year-old Ulys experienced a sudden heart attack just moments after sitting down with his grandson to watch a soccer game. Among the players and fans were doctors and medical professionals who acted fast. They performed CPR and kept him alive until the ambulance arrived.

Ulys was transported to the cardiac care unit at Asante Rogue Regional Medical Center where he was treated for a collapsed heart valve. Asante is a national leader in rapid, coordinated care for severe heart attacks. Just 10 days after his stay, his arms were wrapped around a heart-shaped pillow, signed by family, friends and the two Asante doctors who saved him—a memento he still holds onto.

Ulys and his family are grateful for Asante's excellence in cardiac care and the resources made possible by impactful gifts from donors. With his second chance at life, Ulys plans to spend more time with the people he cares about following his profound experience.

"It means a lot to have people who care for you—people that devote their lives to helping people."

Kendall's Story

Grateful for Community



Kendall was 26 when she was diagnosed with cancer. With caring physicians and after successful treatment she was cancer free. Kendall celebrated milestone experiences: marrying her sweetheart, building her career and giving birth to a beautiful baby girl.

Five years later, she was devastated to discover that cancer had returned. How could she support her family? Who would be there for her daughter, if she was not? Through her difficult illness, Kendall found strength in her community –loving friends and family, a supportive employer and exceptional local cancer care. She's grateful for that care and is determined to give back.

Kendall was part of the patient panel that contributed to the plan for the Asante Regional Cancer Center. As a Cancer Center Champion, she's sharing her experience to express the urgent need to create a home for coordinated cancer care in our region.

"Thank you – your donation is going to serve this community for generations."

asanteforward

transforming the health of our community

Your generosity and connectivity drive this ambitious campaign to transform the quality and scope of health care for our region.

Schedule a personal briefing today to learn more:

**www.asantefoundation.org/contact/ or
call (541) 789-5025**