



Atrium
Medical Center

FOUNDATION

LEGENDS

FROM THE HILL TO THE ATRIUM

*A Tribute to the Men and Women
Who Made It Happen*

ISSUE 18

Atrium Medical Center Foundation

By the Numbers

Founded in
1984

More than
11,000 donors
over 34 years

Nearly
\$16 million
*invested in our
communities since 1984*

\$23.6 million
in assets

Mission

*To develop charitable
gifts and resources
dedicated to building
healthier communities
in southwest Ohio.*

Vision

*To be the most
respected, responsive
and supportive
source for health
care philanthropy in
southwest Ohio.*

All statistics as of 12/31/17

What's in a name?

Middletown Hospital
Foundation. Mid-Miami
Healthcare Foundation.
Atrium Medical Center
Foundation. This succession
of names represents nearly
35 years of growth and
progress, as well as an
unwavering commitment to
the people of southwest Ohio.





Getting Started

Middletown Hospital opened its doors in 1917, thanks largely to the commitment of a small group of dedicated civic and business leaders who knew that if the city was to grow and prosper, a proper hospital was a must. Over the ensuing years, the “hospital on a hill” expanded, adding new facilities and technology as well as ground-breaking services. To finance this growth, the founding families and other community leaders gave their time and funds and tirelessly raised money from the businesses and people of Middletown.

Following decades of community generosity, Middletown Hospital Foundation was formally organized in 1984. Throughout the 1980s, local business leaders spearheaded fundraising. They identified families interested in supporting strong local health care and built relationships that endure even today. Early fundraising projects included placing





memorial envelopes at area funeral homes and making presentations to business and professional groups to explain the advantages of giving to the Foundation. The fruits of their efforts resulted in additions such as a cardiac catheterization center, a surgery center and an endoscopy center.

This success brought valuable recognition and credibility to the hospital and launched an effort to educate the public about the importance of ongoing philanthropy. At the time, most people regarded the hospital as self-sustaining and viewed their donation as a one-time contribution. As government support for hospitals dwindled, however, it was up to the Foundation to demonstrate the importance of identifying community needs and supporting the hospital in meeting those needs over time.

Targeted Annual Giving

During the 1990s, the Foundation board increased its membership and diversified geographically; established committees; drafted a mission statement and developed a strategic plan; and structured its annual fundraising plan to target one pressing community need each



year. In the late 1990s, Middletown Hospital Foundation became Mid-Miami Healthcare Foundation to reflect its broader geographic reach.

The purpose and structure for annual campaigns that began in the 1990s continues today, growing stronger every year. Each focuses on raising funds for specialized services to meet serious health needs such as heart care, cancer care, trauma care, care for women and children, stroke and neurology care, and more. Foundation volunteers lead the effort, reaching out to individuals, families, businesses, foundations, hospital employees and physicians.



As a result of donors' great generosity, the Foundation has invested nearly \$16 million in southwest Ohio communities since 1984.



New Hospital, New Name

As a new millennium dawned, hospital leaders decided that the only way for the land-locked facility to grow and flourish was to relocate and build a state-of-the-art medical campus. When ground was broken for the new hospital in 2005, the Foundation launched its most ambitious campaign ever. It would fund a new Heart

Center to bring open heart surgery, stent placement and other advanced heart care close to home. The successful campaign raised \$5.1 million not only for expanded heart care, but also for a new campus walking trail and other campus improvements.

As plans for the new hospital took shape, the Beacon Society for lifelong giving was created to honor donors who give \$5,000 or more during their lifetimes. Their names are permanently inscribed on beautiful glass chimes in the hospital lobby.



The new Atrium Medical Center opened in 2007. The following year, to emphasize its strong ties to the hospital, the Foundation changed its name to Atrium Medical Center Foundation.

Celebrating the foresight and generosity of donors over a century, in 2016 the Foundation inaugurated a three-year, three-phase campaign to mark the hospital's 100th anniversary in 2017. The goal is to raise at least \$2 million to address the community's most compelling needs around care for seniors, behavioral health and an improved patient experience.

Gifts That Touch the Future

Throughout every campaign, the Foundation also cultivates planned gifts. When generous donors choose to establish or contribute to an existing endowment, or when they include the Foundation in their estate planning, they create the gift that “keeps on giving” for generations to come. Today, thanks to the philanthropy of donors who established endowments over the years, the Foundation invests more than \$300,000 each year from earnings from these endowed funds to build healthier communities. Fifty Atrium endowments support patient care in targeted areas, health and wellness initiatives, education for caregivers, aid for patients in need, and so much more.





Donors who include the Foundation in their wills or estate plans become members of the Heritage Society, created in 2002. The group has grown from a handful of supporters to nearly 90 today.

To help foster these gifts, each year the Foundation sponsors an estate and tax planning professional seminar that attracts more than 400 advisors. Thanks to strong partnerships with these advisors, the Foundation has received more than \$5 million in planned gifts and anticipates another \$10 million in gifts in the years ahead. The seminar celebrates its 20th anniversary in 2018.



Putting the ‘Fun’ in Fundraising

Fun is a key part of the Foundation’s fundraising success, too. Hundreds of volunteers from across southwest Ohio lend their leadership and skills to stage special events that draw in new friends and support causes near and dear to their hearts.



The Foundation's triennial gala, first held to celebrate Atrium's opening in 2007, not only helps to raise funds but also gives the Foundation an opportunity to honor Community Heroes and Physician Heroes. Through four galas, the numbers of participants and funds raised have steadily grown. In 2016, the *Memories Are Made of This – Celebrating 100 Years* gala honored the hospital's history and the people – volunteers, doctors, employees, businesses leaders and community members – who made it all possible.



memories
ARE MADE OF THIS

CELEBRATING 100 YEARS





A variety of special events – such as a golf tournament, a walk and a motorcycle ride – appeal to the diverse interests of donors and build community relationships. Several events are co-sponsored with community partners throughout the year.

People Power

Atrium Medical Center Foundation serves as a bridge between the hospital and the community by providing resources necessary to take care of patients and their families. That bridge is sustained by people. It's about vision, leadership and trust, not to mention integrity, imagination and hope.

Throughout its existence, Atrium Medical Center Foundation has been blessed not only with loyal donors but also with a strong working board, a corps of dedicated committees and long-standing partner organizations – all composed of enthusiastic, energetic volunteers. Since its inception, the Foundation has benefitted from the wisdom of 12 board chairs, five executive directors/presidents, a hard-working staff

and hundreds of volunteers on boards, committees and projects. Their dedication powers the Foundation's growing scope and impact.

What motivates this remarkable team? Many say that the greatest return on their investment is helping to provide solutions and seeing tangible results. They appreciate knowing that what they have done matters. And they enjoy establishing lasting relationships with donors, volunteers, Foundation staff, physicians, administrators, hospital employees, community members and business leaders.

Moving Forward

Today, Atrium Medical Center Foundation carries on its long tradition of stewardship by anticipating the future health care needs of southwest Ohio residents and developing the charitable gifts and resources to meet them. As the region grows and advances, the Foundation will grow with it, working always to build healthier communities by touching lives and improving health for all.



Thanks to Linda Baxter, Wilbur Cohen, Michael Dickerson, John Dupps, James Kleingers, Diane Ruder and Fran Sack for their assistance with this issue of Legends. Posthumous thanks go to James Elder and Richard Slagle.

This article is the 18th in a series of profiles celebrating the 2017 centennial anniversary of Atrium Medical Center (formerly Middletown Hospital and Middletown Regional Hospital). The series honors the men and women whose civic-mindedness and genuine caring for others helped Greater Middletown grow and contributed to the first-class medical center the region boasts today.

Past Legends focused on:

Paul Galeese, *Issue 1*; E.O. Bauer, MD, and John L. Bauer, MD, *Issue 2*; Educating Our Caregivers, *Issue 3*; Russell L. "Rusty" Malcolm, MD, and Albert S. Malcolm, MD, *Issue 4*; Ann and Arthur Bidwell, *Issue 5*; Atrium Auxiliary Middletown, *Issue 6*; Dr. Dick and Charlotte Nisbet, *Issue 7*; The Wilbur Cohen Family, *Issue 8*; Middletown Area Federation of Women's Clubs, *Issue 9*; Dolly Frieman Casper, *Issue 10*; The Sawyer Family, *Issue 11*; Southwest Ohio Businesses, *Issue 12*; Dr. Raymond and Jean Anne Kiefhaber, *Issue 13*; Richard "Dick" Slagle, *Issue 14*; Celebrating 100 Years, *Issue 15*; The Levey Family, *Issue 16*; Walter H. Roehll Jr., MD, *Issue 17*.

Special thanks to the W.E. Smith Charitable Trust for partial funding to produce Legends.



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