

The **belin** health
FOUNDATION

2010 Impact Report

From the Chairperson of the Board:

On behalf of the Board of Directors, thank you to the individuals, corporations and private foundations that supported The Bellin Health Foundation in 2010. Rest assured, your philanthropic investment is genuinely appreciated and carefully used.

Even with the economy struggling, The Bellin Health Foundation managed to have the strongest financial year in its sixteen year history, with the highlight being the successful completion of the \$3.2 million capital campaign to renovate and expand Bellin Health's Emergency Services.

Please take a few moments (or more) to review the pages of this report. In it you will find many new programs and initiatives, including the Bellin In Reach Program, the Grateful Patient and Family Program, and Bellin's Expressive Arts in Medicine (BEAM) Program. I hope you will notice that every gift – regardless of amount – is valuable. I invite your support this year, knowing that it will touch the lives and improve the health of neighbors, family and friends.

With Appreciation,

Aaron Popkey

Aaron Popkey

Chairperson, Board of Directors

The Bellin Health Foundation

Board Members



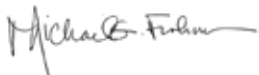
Front Row (L-R): John Dykema, Kathy Zimmermann, Nan Bush, Gail McNutt, Susan VanGheem, Michael Frohna
Back Row (L-R): Mark McMullen, Aaron Popkey, Michael F. Sturdivant, George Kerwin
Not Pictured: Edward Bongiorno, DO, Ann Murphy, Frederick Schmidt, Esq., Steve Van Vuren, Wen Yap, MD

The year 2010 marked the 16th anniversary of The Bellin Health Foundation. Organizationally, we have continued to build on the historical legacy of Dr. Julius Bellin's first philanthropic gift in the mid-1920s to, more recently, the leadership legacy of **Dr. Donald F. Harden**, The Bellin Health Foundation's founding President, and **Ruth Ann Larson**, Executive Director.

Don Harden served the foundation for 10 years, conducting its first major capital campaign for Bellin Health in the early 2000s. Don created a sense of trust among benefactors that exists today. We hear often that "Don and Ruth Ann set up a good program," and we wholeheartedly agree. The success during their tenure was the framework of accomplishment deployed this past year to complete the foundation's second capital campaign to expand and renovate the emergency services area. We are grateful for the many individuals and businesses that participated in the campaign effort, and want to extend our appreciation to campaign co-chairs **Nancy Armbrust** and **Susan Finco**. And we thank Don, once again, for his early work and continued support of our efforts.

The news, views and stories highlighted in this report reflect the generosity of our community, and capture the robust spirit that impacts patients, their families and employees. Thank you for supporting Bellin Health and The Bellin Health Foundation.

Sincerely,



Michael G. Frohna, CFRE
President, The Bellin Health Foundation



Nan W. Bush, MHA, RN
Director, The Bellin Health Foundation



Michael Frohna



Nan Bush

Health care is undergoing transformation at an unprecedented pace. From where people receive care, such as Bellin Health's FastCare centers and ambulatory surgery centers, to more transparency in the cost of care, to the rampant introduction of electronic medical-record networks, business is far from "usual."

Amidst the changes, Bellin Health is deepening its already robust commitment to improving your health and the health of the community. In August, the Board of Directors endorsed a new Mission and Vision statement for Bellin Health that reflects our acceptance of responsibility for the physical and emotional health of people living in Northeast Wisconsin and the Upper Peninsula of Michigan, and for guiding individuals and families toward optimal health. Our new Vision statement is to ensure that the people in our region will be the healthiest in the nation. We take seriously this Vision and promise to work each day toward achieving it.

The Bellin Health Foundation experienced incredible generosity this year, despite several economic disruptions. There is no doubt that community members and business leaders remain the true pillars of support, contributing generous financial gifts and sound direction.

Thank you for believing in Bellin Health and for supporting foundation programs and initiatives.



George Kerwin
President/CEO, Bellin Health System



George Kerwin

"Thank you Bellin for the excellent care." Chuck C.



Emergency Services Pavilion

The successful completion of the \$3.2 million capital campaign to renovate and expand Bellin's Emergency Services was the highlight for The Bellin Health Foundation in 2010. The renovated and expanded pavilion — now known as the **Hendrickson Family Pavilion** — opened in March 2010. Since its opening, we've received many positive comments from patients and families, staff, emergency medical services (EMS) and physicians. An increase in patient visits also reflects a positive change. In particular:

- Patient satisfaction scores for the Emergency Department have been the highest ever received.
- Children and their parents have been overjoyed with the new private and very kid-friendly environment of the **WPS Foundation KidCare** area. We now see nearly 400 children per month in KidCare.
- The world-leading 320-slice computed tomography (CT) scanner, which is the only one of its kind in the region, and the **John M. and Meredith Rose** x-ray suite room located within the Emergency Services Pavilion space have been noted for their easy access and more timely test results.

A VIP reception to celebrate the opening of the new **Hendrickson Family Pavilion** was held in March in the new **Ann Kapitz Ambulance Bays**. To thank those who donated toward making the pavilion a reality, the space was transformed into a beautiful reception hall with gourmet delights and music.

A heartfelt thank you is extended to each person and company who made a gift to support this campaign. The Hendrickson Family Pavilion is a first-class emergency services center serving people in their time of greatest need.



Halron Family Suite Dedicated

On November 2, children, grandchildren and great-grandchildren gathered at Bellin Health to dedicate the Halron Family Robotic Surgical Suite, in honor and memory of **Mr. and Mrs. L.F. "Micky" Halron**. The generosity of **Jim and Rhonda Halron** and **Mike and Barb Halron** helped Bellin Health establish the first robotic surgical program in Northeastern Wisconsin, utilizing the da Vinci robot. To date, more than 1,000 robotic surgeries have been performed at Bellin Health.



Greetings from St. Louis!

On October 16, while in Green Bay for my first NFL game at Lambeau Field, I had a heart attack. The paramedics asked what hospital I wanted to go to. I had no idea, so they recommended Bellin. They said you were the best, and were they ever right!

I was brought to the Bellin Health Emergency Department and told the staff I was visiting Green Bay for the Packers vs. Dolphins game. They realized I was a Dolphins fan, but, with a smile, promised the best care anyway. Within fewer than 30 minutes of arriving at Bellin, I was undergoing a procedure to open the blockage in my heart, a procedure to save my life.

The care I received at Bellin was the best, from the paramedics, to the Emergency Department nurses and doctors, to the Cardiac Lab, to the Intensive Care Unit — all the nurses and staff were great (even the food). I just can't say enough about the care I received.

My wife, daughters, and family members were all treated great and kept informed about what was going on around the clock. My cardiologist joked that he put a green-and-gold stent in my heart so I would like the Packers.

I will have a spot in my heart for the team. But a very large part of my heart will always be rooting for the staff and personnel at Bellin Health. Go, Bellin! Thank you very much from all of my Bellin-repaired heart.

Gratefully,
Patrick G.
St. Louis, Mo.

Grateful Patient & Family Programs

Through 10 years of research in the field of philanthropy, we have learned it can play a powerful part in the healing process for patients and families. When a medical outcome is favorable, such as a life saved, philanthropy is a way to show gratitude, such as by funding new technology or professional development, or by supporting families who are struggling to purchase health-related supplies. In other situations, such as with an illness or untimely death, philanthropy can be used as a weapon to fight back and do something positive to make a difference.

The Bellin Health Grateful Patient and Family Program provides an opportunity for patients and their families to express gratitude to a care team or to fight against illness and disease. The end result is the same: Bellin Health patients and families benefit from the thoughtfulness and generosity of others. Gifts from the Grateful Patient and Family Program help nurses provide compassionate care at each patient's bedside through professional development initiatives, expand the availability of world-leading health care technology, and support families who are struggling by providing small financial grants from the patient assistance fund.

"... enclosed is a small gift, but it is what I can afford. If it were not for Bellin, I believe I would be dead. Thank you."

Rosetta

online giving for donors

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Philanthropy in Action

Bike Ride for Patients With MS

On July 24, Fox Harbor Bar & Grill and Dean Distributing, Inc. teamed up to hold the Fox River Folly Bike Ride. The event is their version of the popular “Tour de Fat,” a bike ride organized in larger cities by New Belgium Brewery of Fort Collins, Colorado, the maker of Fat Tire Amber Ale. **Jesse Wotruba**, owner of Fox Harbor Bar & Grill, and **Doug Diefenbach**, of Dean Distributing, hatched the idea to conduct this local event.

Although modeled after a national event, Jesse added a special and personal touch: All proceeds were donated to Bellin Health to help patients with multiple sclerosis, a disease that has impacted his family. The funds raised are being allocated to patients with MS who need financial assistance to purchase adaptive equipment, travel for highly specialized treatments if options are not available locally, and to buy medications.

Jesse and Doug have planned the next Fox River Folly Bike Ride; join them July 30 at Fox Harbor Bar & Grill.



Karate Event Benefits Cancer Patients

Patrick Petitjean, an 8th-degree black belt holder, last year knocked out an enemy that attacks an estimated 10,000 Americans every year: tongue cancer. In honor of his victory and cancer-free status, Patrick, along with his friend, **Deb Harris**, hosted a karate championship event November 14 and donated the \$2,000 to the Patient Assistance Fund at The Cancer Team at Bellin Health.

“I wanted to do this event as a way of telling people diagnosed with cancer that even when they’re told it’s terminal, it’s not terminal until they quit trying to fight,” Patrick says. “You can’t let cancer get you down. You have to keep fighting.”

The Patient Assistance Fund helps those burdened by the financial side of cancer treatment, including providing patients with gift cards for gas, groceries and other daily-living items. Patrick says the event was a success and he plans to grow it annually.

'Have a Good Day, My Friend'

Everett Davis, a member of the Bellin Health family, passed away September 2. The longtime staff member had shared his work ethic and his smile with Bellin patients, families and co-workers for 44 years. He was known for his endearing words, "Have a good day, my friend."

To honor and remember this special person and friend, the Everett Davis "Have a Good Day, My Friend" Fund was established at The Bellin Health Foundation. It supports initiatives that encourage "good days," even when some are more challenging. Bellin Health employees, vendors who knew Everett from the hospital, and his other friends and family contributed more than \$20,000 to begin this fund. Bellin Health Chaplain **Rev. Wil Tabb** jump-started the fund by organizing Bellin's Biggest Bake Sale, with the motto "Take what you like. Give what you can."



Employee Sharing Program

The results are in for the fifth annual Employee Sharing Program, and, once again, Bellin employees demonstrated the importance of contributing to the experience of patients and families at Bellin Health, raising more than \$148,000. To date, the program has raised nearly \$420,000 over the past five years.

Employees can designate how they would like their gifts to be used. Popular choices include the Robert Fry Employee Assistance Program to help employees in need, the Michael Wilde Nursing Scholarship, and the George Bennett Nursing Scholarship. Employees also could select the Bellin Special Program, which changes annually and highlights a program or service offered by the health system. The new emergency pavilion was designated as Bellin's Special Program in 2010.

Save Second Base Walk

The Bar, an establishment with six locations, sponsored a walk to help breast cancer patients in Northeast Wisconsin. The edgy-named event's evening walk was held October 2, and, combined with month-long fundraising activities with Phillips Distilling Company, raised more than \$9,700 for The Cancer Team at Bellin Health.

**THE CANCER
TEAM**
bellinhealth

"Thank you to all the doctors and nurses that were so good to my husband. You were all wonderful." Bernice

Healthcare in Action Award

It is with great pleasure that The Bellin Health Foundation announces the first **Healthcare in Action Community Service Award**, sponsored by **Pension Inc.** Through this award, to be given annually, The Bellin Health Foundation strives to recognize and encourage excellence in community service activities carried out by those associated with Bellin Health, and to stimulate similar efforts by community health care supporters.

The 2010 award winner was the “Friends of Haiti,” an organization that has improved the health of the Haitian people through diagnosis and treatment of various conditions for the past 10 years. Representing the organization and receiving the award was **Donna Zelazoski**, team leader at Bellin Health’s Kress Birthing Center.



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Black Tie & Blue Jean Extravaganza 2010

The Bellin Health Foundation hosted its fifth annual Black Tie & Blue Jean Extravaganza on September 11 at the Weidner Center in Green Bay. This fundraiser is a one-of-a-kind event where participants are invited to mix and match formal and casual dress to create their attire for the evening.

Nearly 350 guests, 26 corporate table sponsors, oral auction, silent auction and raffle all contributed to the event’s success, as did generous discounts and outright donations by supportive vendors. It raised \$95,000 for the childhood obesity prevention and treatment programs at Bellin Health, including “KidShape/TeenShape” and “Thrive...to be the best you.”

“Thrive...to be the best you” is a partnership between Bellin Health and the Green Bay school system to encourage healthy living and exercise among elementary students. The “KidShape/TeenShape” Program is delivered directly to the community at Bellin Health Family & Wellness Center Bellevue location and is targeted to elementary students and teens while encouraging parent and family participation.

Mark your calendar for the next Black Tie & Blue Jean Extravaganza on September 10, 2011.

Management Women, Inc. Scholarship

In 2009, Management Women, Inc. created an endowed scholarship at Bellin Health. The primary objective of this fund is to assist women who are participating in, or desire to participate in, Bellin Health’s Clinical Advancement Program, which recognizes staff nurses for experience, competency, education, professional growth and development. Furthermore, Management Women, Inc. recognizes women who demonstrate leadership within Bellin and the community.

The 2010 Management Women, Inc. Leadership Scholarships were awarded to **Cindy Zoromski, RN**, and **Karen Mielke, RN**. Cindy, a Team Facilitator in the Kress Birthing Center for the past 12 years, has worked at Bellin Health for a total of 28 years. Karen has been a staff nurse at Bellin for 24 years, serving in the Pediatrics, KidCare and ShortStay Unit areas.

Michael Wilde Scholarship

Michael Wilde was a longtime colleague and compassionate caregiver. In the last few months of his life, Mike expressed a heartfelt desire to establish an endowed scholarship to support the dreams and wishes of young people interested in nursing.

Each year, two or three nursing scholarships are awarded: one to a student enrolled at Bellin College or Northeast Wisconsin Technical College, and one or two to graduates from Monroe High School, Mike's alma mater, who plan to pursue a career in nursing.

The 2010 winners of the Michael Wilde Nursing Scholarships are **Angie Grunewald** from Bellin College, and **Jessica Lee Wyssbrod** and **Paige Burandt** from Monroe High School.



Angie Grunewald

George Bennett Scholarship

In 2007, Bellin lost **George Bennett**, a longtime employee in the Advanced Care Department. During his illness, George expressed a desire to establish an endowed scholarship fund to support continuing nursing education for his peers. With the overwhelming support of colleagues and friends, the George Bennett Nursing Education Scholarship was formed.

Bellin College awards the George Bennett Nursing Education Scholarship annually to a student who meets the set criteria and is enrolled in a Bachelor of Science degree program. **Daniel Peterson** received the award in 2010.



Daniel Peterson

Carol and Robert Bush Award

Helen Wellens, RN, NP, received the 2010 Carol and Robert Bush Excellence in Nursing Award. Helen, a Bellin Health employee for 34 years, provides physical care and holistic and spiritual support to patients and their family members throughout the hospital. Helen also has worked to help create a Palliative Care Program at Bellin. The award recipient receives a \$5,000 stipend and a Lladró nurse statue.

"We would like to thank all of you for making our mother's last days with us so comfortable. Your kindness was very appreciated. God Bless all of you." The M. family.

Bellin InReach

Bellin InReach is a free program that keeps patients connected with trusted Green Bay area providers should a health care need arise during travel. Individuals traveling outside our area can access medical information, connect with Bellin's medical experts or arrange to be transported back to Bellin Health for care.

Becoming an InReach member is as simple as submitting an enrollment form. All medical information becomes part of a patient's electronic records within Bellin's TeleHealth system, and all information provided on the enrollment form is protected by the Health Insurance Portability and Accountability Act (HIPAA) of 1996, which assures confidentiality.

Bellin's InReach Program also features an opportunity for members and potential members to attend a speaker's series on the latest in health care innovation, presented by Bellin Health physicians and physician partners. For more information on Bellin InReach, please contact The Bellin Health Foundation at (920) 433-3731 or cydecl@bellin.org.



Volunteer Services

It has been said that giving is better than receiving. The more than 370 men and women who take this saying to heart benefit Bellin Health and the patients we serve. When people volunteer, they offer someone more than just time and talents; they offer hope, encouragement and genuine support to patients and family members.

2010 Volunteers by the Numbers

Total number of volunteer hours for 2010: 52,346 (2,181 cumulative days' worth of time)

Total number of paid positions needed to match the time given by volunteers: 25.17

Total value of a volunteer (if based on average wages and benefits of an employee): \$790,948/year

Current number of active volunteers: 371

Areas of Highest Volunteer Use

Transportation: 9,243 hours / 4.4 full-time equivalent (FTE)

Ashwaubenon Clinic: 2,476 hours / 1.19 FTE

Fitness Centers: 1,599 hours / 0.77 FTE

Intensive Care Area (Concerned Hearts): 5,070 hours / 2.43 FTE

Flower Delivery/Hospital Clerical Support: 2,191 hours / 1.0 FTE

Backstreet Espresso Coffee Shop: 4,223 hours / 2.03 FTE

Gift Shop: 4,093 hours / 1.97 FTE

Service Assistants (Nursing Support): 1,259 hours / 0.6 FTE

On behalf of the patients and Bellin Health staff who benefit from your work and your presence, a sincere thank you is extended to all Bellin Health volunteers. If interested in serving as a Bellin Health volunteer, please call Bellin Volunteer Services at (920) 433-3697 or (920) 433-3632.

Bellin Expressive Arts in Medicine

The new Bellin Expressive Arts in Medicine Program, or BEAM, was created to supply patients with art-therapy avenues, providing encouraging art and music experiences, along with interpersonal connections with other patients and families facing health care challenges.

“BEAM believes that a positive mind, body and spirit connection is an important part of the healing process,” says **Allison Gyzen**, BEAM Coordinator. “The mere act of creating or experiencing art can be emotionally therapeutic, and creative expression can help build a bridge to recovery.”

This new program is being piloted with The Cancer Team at Bellin Health, with plans to make it available to all patients and families at Bellin Health. For more information or to volunteer with the program, please call Allison Gyzen at (920) 433-4650 or e-mail aagyze@bellin.org.

Financials

	FY 2010	FY 2009	Difference
Fundraising Income:			
Contribution income unrestricted	\$250,834	\$261,716	(10,882)
Contribution income temporarily restricted	2,622,105	887,765	1,734,340
Contribution income permanently restricted	571,122	15,175	555,947
Total Fundraising Income	3,444,061	1,164,656	2,279,405
Other Income:			
Investment income	167,952	41,268	126,684
Gift and coffee shop revenue	204,235	218,656	(14,421)
Total Income	\$3,816,248	\$1,424,580	\$2,391,668
Expenses:			
Fundraising and program support	337,587	354,374	(16,787)
Administration	96,707	104,852	(8,145)
Special events	33,158	6,035	27,123
Office operations	27,967	69,344	(41,377)
Contract services	12,500	19,635	(7,135)
Repairs and maintenance	590	1,032	(442)
Leases and rents	882	5,501	(4,619)
Unmet pledge discount	1,879	4,584	(2,705)
Gift and coffee shop resale supplies	147,293	142,768	4,525
Total Expenses	658,563	708,125	(49,562)
Excess of revenue over expenses	3,157,685	716,455	2,441,230

“Thank you for your care and kindness during my therapy session. I’m doing great.” Susan B.



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— or —

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The **bellin** health
FOUNDATION

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