



QUARTER REPORT  
SUMMER 2009

## GREETINGS FROM THE CHIEF EXECUTIVE OFFICER

To Our Employees,

As we look back over the past five years, North Sunflower Medical Center has evolved from a hospital that was barely hanging on, to a strong and vibrant rural healthcare provider. Our future and the long term survival of our hospital depends on the decisions we make over the next five years and beyond. As you read this newsletter, I ask that you study it carefully and know that the Foundation Directors have put in countless hours in developing this strategic plan.

Our Directors were very carefully selected to do a specific job for the Foundation and they are off to a great start; however, they cannot succeed without you, our donors. You are very much a part of the success of the Foundation and North Sunflower Medical Center.

I thank you very much for your support in the past and your continued support in the future.

Sincerely,

Billy Marlow

### WILDABOUTART



(L. to R.) Mary Hutson, Lenagene Waldrup, Catherine Carver, Lucy Arant and Jo Anne Frothingham recently met at the future African Animal Museum in Ruleville to discuss details of the upcoming charitable art auction, "Wild about Art," to be held on Friday, October 23. The event will

feature affordable art, African animals, good food and great company. Proceeds will benefit North Sunflower Medical Foundation and its support of North Sunflower Medical Center.

### NSMF BOARD MEMBERS SERVING UP APPRECIATION AT NSMC'S EMPLOYEE APPRECIATION DAY



(To the right)

Danny Barfield and  
Lenagene Waldrup

(To the left)

Elise Jenkins and  
Chris Williams



## STRATEGIC PLAN MISSION & OVERVIEW

### ABOUT THE FOUNDATION

The North Sunflower Medical Foundation (NSMF) is the charitable, non-profit, 501(C)3 fundraising arm for North Sunflower Medical Center. The Foundation operates for the benefit of the Medical Center under the direction of a volunteer Board of Directors, guiding the fundraising, provision and investment of dollars. First established in 2007, all donations to the NSMF are tax-deductible, as allowed by the law.

### VISION

Through philanthropic activity and participation, the North Sunflower Medical Foundation seeks to improve the health of our community and residents – continually, compassionately and constructively.

### MISSION

The mission of the North Sunflower Medical Foundation is to promote health and wellness for the residents of Sunflower County and surrounding areas by assisting with the enhancement of quality healthcare, to provide grants for educational purposes to ensure the availability of health-care professionals, and to partner with local governmental agencies in matters related to healthcare.

### GUIDING PRINCIPLES

Guiding the Foundation in its decision-making and operating practices are the commitments:

- to be and always be fair, reputable and equally accountable;
- to be and always be mission-driven;
- and to be and always be proactive and responsive.

### STRATEGIC PLAN GOALS & OBJECTIVES- FY 2009-2014

#### GOAL 1

To seek long-term financial stability and soundness by raising \$60 million by the completion of fiscal year 2039.

(OBJECTIVE i)

NSMF will embark on a comprehensive capital campaign with an end goal of \$1 million in new dollars by the completion of fiscal year 2014.

(OBJECTIVE ii)

NSMF will maintain appropriate levels of growth in three areas of guaranteed funding sources: 1. Helping Hands & Giving Hearts Society -- \$70,000; 2. Supplemental Income -- \$30,240 and 3. Corporate Pledges -- \$50,000.

(OBJECTIVE iii)

NSMF will broker an investment package to achieve return on restricted funds.

(OBJECTIVE iv)

NSMF will recruit 30 new members to its Planned Giving Program by 2014, equaling five a year.

#### GOAL II

To raise public awareness for itself and NSMC, which enables the achievement of its fundraising targets.

(OBJECTIVE i)

NSMF will undertake a comprehensive and integrated marketing campaign, which will include internal publics (hospital campus, hospital partners) and external publics (service area, patients, donors, regional audience, corporations).

(OBJECTIVE ii)

NSMF will identify three or four (no more than four) "Stars of Service" and brand these initiatives as the Foundation's proactive response to meeting its mission.

#### GOAL III

To achieve an active Foundation Board and support structure (administrative & volunteers) to ensure Foundation growth and vitality.

(OBJECTIVE i)

NSMF Board of Directors will participate in bi-annual retreats to evaluate progress and effectiveness of its adopted strategies.

(OBJECTIVE iii)

NSMF will constantly call for new volunteers through monthly appeals, as well as conduct one annual volunteer drive.

(OBJECTIVE iv)

NSMF will appreciate and formally acknowledge the efforts of its volunteers through an annual volunteer recognition event.



## NSMF DELIVERS GIFTS OF MEMORY IN HOPES FOR DOMESTIC VIOLENCE PREVENTION

On May 21, 2009, to honor the memory and birthday of Jo Ellen Lambert, North Sunflower Medical Foundation presented gifts of care packages for women and children, clothing and monetary donations to Our House, Inc. of Greenville, Mississippi and Bolivar County Community Action Agency Transitional Shelter of Cleveland, Mississippi. The death of Jo Ellen Lambert triggered North Sunflower Medical Foundation (NSMF) and North Sunflower Medical Center (NSMC) to start addressing proper medical protocol for health care professionals. The Foundation began collecting donations for the shelters on the first anniversary of her death, March 28, 2009.

"A critical gap remains in the delivery of health care to battered women, with many providers discharging these women with only

presenting injuries being treated, leaving the underlying cause of those injuries not addressed," said NSMF Foundation Director, Sarah Deason.

According to The Center for Disease and Prevention's National Center for Injury Prevention and Control, the costs of intimate partner violence exceed \$5.8 billion each year, \$4.1 billion of which is for direct medical and mental health care services. However, emerging research indicates that hospital-based domestic violence interventions could reduce health care costs by at least 20 percent.

According to the U.S. Department of Justice, Bureau of Justice Statistics, in 1994, 37 percent of all women who sought care in hospital emergency rooms for violence-related injuries were injured by a current or former spouse,

boyfriend or girlfriend.

"North Sunflower Medical Center pledges to not only treat the immediate trauma caused by abuse but to address the critical gap that remains in the delivery of health care to battered women by referring patients to local organizations that can assist domestic violence victims with safe shelter and support groups," said NSMC Community and Employee Relations Director, Robyn Marlow.



## NSMF SURPASSED RELAY FOR LIFE GOAL

North Sunflower Medical Foundation, with the help of North Sunflower Medical Center surpassed its fundraising goal for the American Cancer Society's Relay for Life by raising \$5,678.58! Donations were secured through the following fundraising events: Chicken Spaghetti Dinner, Bake Sale, Easter Basket Raffle, Change Jar in Walter B. Crook, Rummage Sale, BBQ Butts & Plates, Plant Sale in Indianola, Star and Moon Cards, Luminarias and generous team member contributions.

Also, NSMF and NSMC donated needed supplies for the American Cancer Society's HOPE houses in Nashville, TN. This donation benefited Mark Flemmons and Wanda Ray of Cleveland, MS, who have been staying in the houses.



## GIVING BACK IN A TIME OF NEED



Recently, North Sunflower Medical Foundation had a plant sale to benefit Linda Mitchell, a Certified Nurse Assistant for Walter B.

Crook Nursing Facility that is recovering from a serious auto accident. The accident left Mitchell paralyzed from the neck down. The sale raised \$464.50 that was used to buy Mitchell adaptive clothing for home health care.

## NORTH SUNFLOWER MEDICAL FOUNDATION SCORES HOLE-IN-ONE WITH CHARITY TOURNAMENT

The North Sunflower Medical Foundation (NSMF) hosted its annual golf and tennis tournament, "Birdies & Backhands," on June 4 at the Indianola Country Club.

With near-perfect weather to compliment its line-up, the Foundation hosted over 10 tennis teams and 25 golf teams on the day.

"We really could not have asked for anything better. Knowing that all these folks came out in support of the North Sunflower Medical Foundation, we are so pleased," offered Event Chair, Elise Jenkins. "I've said it before, but it really is the best of both worlds – a day of fun and fellowship in the name of a good cause."

All total, the day netted just over \$10,000. Proceeds from the one-day event will benefit the North Sunflower Medical Foundation and its support of the North Sunflower Medical Center.

\*As a Foundation, we exist to better the hospital and in turn, better the community we all call home. Our fund-

raising efforts help the hospital in its goals to deliver top-rate care to its patients in a state-of-the-art facility," said NSMF Foundation Director, Sarah Deason.

"Today's success equals a better North Sunflower Medical Center, whether that comes in the form of a new mammography machine or a nurse continuing his/her education. In the end, the patients win."



Allen Snowden and Bill Coleman of Indianola won the Second Annual B&B Tournament. The duo sat atop the leader's board after a morning tally of 32 (9-holes) and an afternoon round of 64.

Bill Ware and David Lee Whatley of Indianola finished two strokes back to take the second place finish, while Judge and Judd Jeffcoat of Shaw placed third with a 27-hole score of 99. The golf tournament featured a 27-

hole, two-man scramble format with teams being flighted after the first nine holes of play.

The Ladies' Tennis Tournament was won by Susan Stacy of Indianola and Susan Brewer of Inverness, defeating Sue Dunaway of Hollandale and Carlene Cefula of Leland in the championship match.



As part of the event, organizers also raffled off a MistAway™ Outdoor Insect Control System, complete with start-up chemicals, installation and equipment, courtesy of Mosquito Mist Control by Phil McNeer. Tony Domino of Indianola was the lucky winner.

## FORD-PHILLIPS RECEIVES FIRST SCHOLARSHIP

North Sunflower Medical Center's first recipient of the NSMF Educational Assistance Fund is Linda Ford-Phillips. Ford-Phillips is currently pursuing her Associate Degree in Nursing (RN) from Northwest Mississippi Community College. She has been employed by NSMC and Delta Staffing since July 2005. Ford-Phillips has made a pledge to continue to work for NSMC upon graduation.

### Qualifications for Scholarship Fund at NSMC:

1. Candidate must be employed at least three (3) years in the NSMC System.
2. Candidates must be accepted into a program prior to applying for scholarship (include copy of acceptance letter into the program with the application.)
3. Candidates will have to make a commitment to NSMC on a 1 to 1 basis (one (1) year of service to one (1) semester's tuition.)
4. Candidates must have good work ethic (no call-ins, no tardies, no write-ups).
5. Candidates acceptance based on the need at NSMC.
6. Candidates must have intentions of working long-term with our family at NSMC.
7. In the event of default of the contract, payback will be double the balance at the time of separation.
8. Candidate must have majority approval of the Scholarship Committee.
9. Candidate must maintain a 3.0 or higher GPA in order to continue scholarship.
10. Candidate must have a letter of support from their Department Head.

## BOARD OF DIRECTORS

**Johnny Nichols**, Chairman

**Danny Barfield**

**Stacy Davis**

**Elise Jenkins**

**Arnold Luciano**

**Phil McNeer**, Vice-Chairman

**Joanie Perkins**, Treasurer

**Lenagene Waldrup**, Secretary

**Chris Williams**

## Committee Structure & Assignments

### Finance Committee

Danny Barfield (Committee Chair), Billy Marlow, Phil McNeer,

Johnny Nichols, Joanie Perkins, Chris Williams

### Gifts Committee

Johnny Nichols (Committee Chair), Danny Barfield, Stacy Davis,

Arnold Luciano, Phil McNeer

### Governance Committee

Arnold Luciano (Committee Chair), Elise Jenkins, Billy Marlow,

Lenagene Waldrup

### Programming/Outreach Committee

Joanie Perkins (Committee Chair), Stacy Davis, Elise Jenkins,

Lenagene Waldrup, Chris Williams

## NSMF DONATES \$20,000 TO NSMC FOR EDUCATIONAL PURPOSES



North Sunflower Medical Center Departmental Chairmen were presented with a check of \$20,000 to be used for educational purposes to ensure the availability of healthcare professionals by North Sunflower Medical Foundation.

During the presentation Elise Jenkins offered, "It is my pleasure as a member of the Board of Directors of North Sunflower

Medical Foundation and Programming Committee to present North Sunflower Medical Center with a check for \$20,000. This grant is to be used for educational purposes to ensure the availability of healthcare professionals. Specifically, we hope that this grant will help to address the critical nursing shortage in the Mississippi Delta."

According to the Mississippi Office of Nursing Workforce, Mississippi is one of the 30 states experiencing a nursing shortage with a vacancy rate of 7.7%. It is the goal of the Board of Directors for North Sunflower Medical Foundation to make an annual grant to North Sunflower Medical Center.

Jenkins added, "Additionally, the Strategic Plan of the Foundation includes grant funds for equipment. This should be finalized this year. Thank you and all the North Sunflower Medical Center for the exceptional job you do."

For more information on how to receive educational assistance, please contact the North Sunflower Medical Center's NSMF Educational Assistance Fund Chairman, Billy Marlow.

## DONOR BILL OF RIGHTS

**PHILANTHROPY** is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

### Developed by:

*Association of Fund Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Advancement and Support Education (CASE), Association of Fundraising Professionals (AFP)*