

St Francis Valley Healthcare Foundation

Annual Report – 2024/2025

Message from the Board Chair and Executive Director

The 2024/25 year was a remarkable one – made possible by you: our generous donors, dedicated volunteers, engaged community partners and passionate staff. Together, we achieved a major milestone with the successful completion of the Growing TogethER Campaign, raising \$3.1 million to support the redevelopment of our Emergency Department and Ambulatory Care spaces and to fund the purchase of vital equipment.

Your support has had a profound impact. From the overwhelming response to our lotteries and campaigns to the success of community and third-party events, you've made it possible to keep high-quality healthcare close to home.

We couldn't have done this without you. Your belief in better local healthcare drives our mission forward every day. As we look ahead, we are excited by the possibilities for growth and innovation and remain committed to supporting our healthcare care partners so that they can continue delivering exceptional care for our community, now and for generations to come.

With heartfelt appreciation,

Cheryl Reid
Chair, Board of Directors

Erin Gienow
Executive Director

Key Achievements

- The Growing TogethER Campaign Leadership team worked diligently through an 18-month quiet phase before publicly launching in October 2024, having already secured 85% of the local hospital share.
- The Tree of Lights Christmas Campaign raised \$142,350, marking a 28% increase over the previous year.
- The Growing TogethER Auto Lottery was a huge success, with 1,492 of 1,500 tickets sold and a net profit of \$139,991.



- In May 2025, the Foundation celebrated the successful conclusion of the Growing TogetherER Emergency Department Redevelopment and Ambulatory Care Campaign, having surpassed the fundraising goal with \$3.1 million raised (including pledges).
- The Catch the Ace lottery, which ran for a full 52 weeks, concluded in October 2024, raising \$580,681 to support the purchase of essential hospital equipment.
- In collaboration with partners and volunteer committees, the Foundation successfully delivered signature fundraising events including Rockathon, Butterfly Release, and Golf Tournament which significantly contributed to overall revenue.
- A variety of third-party events such as the KAPOA Poker Run, live musical performances, memorial golf tournaments, and Smile Cookie Week further bolstered fundraising efforts. These initiatives, led by dedicated community partners, continue to play a critical role in our fundraising efforts
- The Foundation undertook a comprehensive strategic planning process to guide its future direction resulting in clearly defined priorities that will shape the Foundation's goals and initiatives in the years ahead.



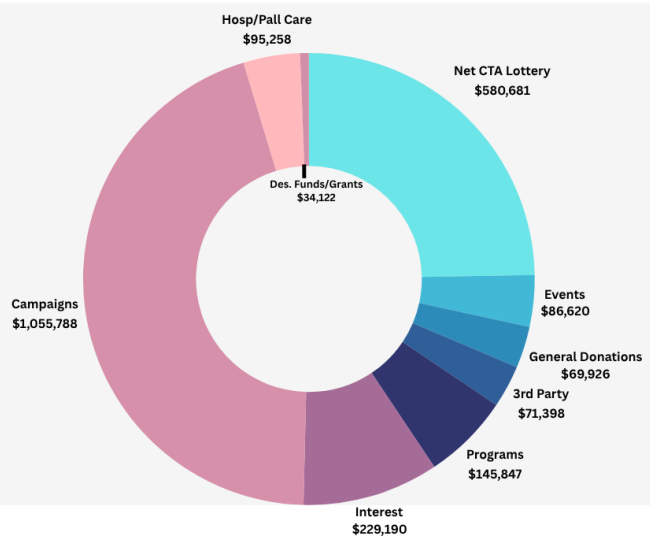
Our Results at a Glance

SOURCE OF REVENUE

Gross fundraising program, net Catch the Ace (CTA) lottery \$2,349,390

Total grants to healthcare partners \$428,973

Fundraising and administrative expenses \$405,000



Donor dollars at work



St. Francis Memorial Hospital
\$341,934

A portable x-ray machine, rovers for mobile charting, bariatric bed and mattress, Hovermatts, ceiling lifts and motors, and more.



MV Hospice Palliative Care
\$52,185

Program support including volunteer training, caretaker and bereavement assistance, and more.



Valley Manor Long Term Care
\$34,854

New range for the kitchen, resident lifts, mattresses, bariatric beds, chairs and more.

Future Initiatives

Following the Board's approval of new strategic priorities in April 2025, the Foundation will move from a transactional fundraising approach to a transformational one. This shift emphasizes building deeper, long-term relationships with donors and stakeholders to foster sustained engagement and impact.

The new strategic priorities and examples of work within the plan include:

- **Build and Clarify Brand Identity**
Strengthening the Foundation's brand to ensure clear, consistent messaging that resonates with the community and reinforces our mission.
- **Strengthening Capacity and Performance**
Investing in targeted skills development for staff and volunteers and developing major gift and planned giving programs to expand fundraising potential.
- **Elevate Governance Excellence**
Enhancing financial management and reporting, planning for board succession, and continuing with the review and development of policies and best practice standards.
- **Optimize Processes and Systems**
Refining operational processes and systems to improve efficiency and support effective day-to-day management.

Looking ahead, we are cognizant of future purchases including an upgrade to the main X-ray machine, new equipment for the residents at Valley Manor and increased program support for MV Hospice Palliative Care.

In 2025/26, we are committed to providing:

- \$632,000 to St Francis Memorial Hospital for a mammography unit with tomography, portable ventilator, patient beds, ceiling lifts, IV pumps, adjustable tables for the patient lounge and more.
- \$55,000 to the Valley Manor for a washing machine, curtains and resident activities.
- \$20,000 to MV Hospice Palliative Care for program support

Acknowledgements

We are deeply grateful to everyone who contributed to the success of the St. Francis Valley Healthcare Foundation this year.

To our donors – Thank you for your generosity and belief in the power of local healthcare. Your support through gifts, campaign participation, and legacy giving - directly improves care in our community.

To our volunteers – Your time and dedication are invaluable. From helping at events to serving on committees, your contributions make a lasting difference.

To our community partners and event organizers – Your creativity and commitment bring vital energy to our fundraising efforts. Third-party events continue to play a key role in our success.

To our sponsors – Thank you for standing beside us and amplifying our efforts through your financial and in-kind support.

To our Board and committee members – Your leadership, guidance, and governance ensure we stay focused, accountable, and ready for the future.

Together, you make it possible to ensure that our healthcare partners needs are met. Thank you for your ongoing support.

— *The St. Francis Valley Healthcare Foundation Team*