



**ASHLAND  
COMMUNITY  
HOSPITAL**

**FOUNDATION  
INSPIRING  
PHILANTHROPY  
TO ENHANCE  
ASANTE  
ASHLAND  
COMMUNITY  
HOSPITAL  
SERVICES**

P.O. BOX 98  
ASHLAND, OR 97520  
541-201-4015

[ACHFOUNDATION.ORG](http://ACHFOUNDATION.ORG)

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# INSPIRATIONS

AN UPDATE FROM ASHLAND  
COMMUNITY HOSPITAL  
FOUNDATION

Issue #2  
Fall 2014

## Donor Profile

# Oeser Bequest to Foundation Honors Caring Hospital Staff



Geraldine Oeser packed a lot into her 94 years, including three children, two family businesses and a steadfast devotion to her church. And she guaranteed her legacy would continue to grow after her death in March 2014 through a generous \$10,000 bequest to the Ashland Community Hospital Foundation.

“I think my mom always appreciated the fact the hospital was so close,” says Julia Grimes, Geraldine’s youngest daughter. “All three of us were born there (although not at the current location, of course), and both of my parents had several surgeries performed there over the years. They were always so pleased with the care they received.”

“In fact, when Geraldine went in for her hip replacement, one of the nurses recognized her from when she had sat by her husband’s bedside years before. “She felt the people at the hospital really cared,” says Julia. “When my dad died, my mom made the decision to add this bequest to her will.”

Long-time Ashland residents may remember Geraldine and her husband, Karl, from the Oeser’s Service Station they ran on East Main Street up until 1963. Or they may remember when the primary fabric store in town burned down, and Geraldine took it upon herself to learn the business and open Oeser Fabrics with the help of her husband and her oldest daughter, Jeanette, in 1969.

“My mother never finished high school, but she taught herself everything and she worked hard,” says Julia. “She pumped gas, washed windshields and did the bookkeeping for the service station. She made our clothes and canned food from our garden. She started the fabric store, and she sewed quilts for so many people because it was a joy to her to make them and give them away. She always liked to be productively busy.”

To honor Geraldine’s life of service to others and her love for both church and hospital, the Oeser bequest will be used to help build a chapel at AACH. Look for details in future issues of the *Inspirations* newsletter as the project progresses.

*If you would like to learn more about how your own Planned Gift could make a lasting impact on your hospital and your community, please contact Janet Troy at 541-201-4014 or [Janet.Troy@Asante.org](mailto:Janet.Troy@Asante.org).*

## Message from the President

# Teamwork and Partnerships Are Key to ACHF Success

As I approach the end of my term as President of the Foundation's Board of Directors, I'm reminded of the necessity and importance of teamwork and partnerships. The Foundation is fortunate to have a great team comprised of many dedicated and passionate individuals.

The Foundation is governed by a group of 12 volunteer Board members, who guide our mission and vision, build partnerships with our supporters and serve as ambassadors in the community. I'm sure that many of our members are familiar to you. They are your neighbors, friends, colleagues and fellow supporters of Asante Ashland Community Hospital. These devoted individuals give their time, talent and treasure freely because they believe it is important to have a strong and vibrant hospital in our community. We share one common vision – to inspire philanthropy that enhances AACH services.

We have a “small but mighty” team of development professionals who staff the Foundation office. They manage our day-to-day operations, monitor progress toward the achievement of our strategic plan, design and coordinate our fundraising activities, and support our Board in every way possible. They are the glue that connects our Board and hospital with our community.

The leaders, staff, volunteers and physicians at AACH are also important members of our team. Through your generosity, the Foundation funds equipment, programs and services that meet the strategic needs of the hospital and strengthen areas of excellence to create a sustainable future. The AACH team then translates your support into excellent care for the patients and families who choose our hospital for services.

The last, but certainly not least, important member of our team is you. We cannot accomplish our mission and vision without you. Every gift you make helps a patient heal in one way or another. I thank you for being such a generous partner, and I urge you to continue to support the Foundation and Board in our important work.

Sincerely,



Sandra Slattery, President  
Ashland Community Hospital Foundation



## Survey Sheds Light on Donor Preferences

Were you one of the 185 people who responded to our donor survey last February? If so, the Ashland Community Hospital Foundation thanks you for your input. We now know what educational seminars are of interest, your preferred method of communication and how often you would like to receive information from us.

Based on your responses, we are working toward providing seminars on Wellness, Complementary & Alternative Medicine, Healthy Aging and Estate Planning.

Perhaps the most important thing we learned was how important it is to have a hospital right here in our community that provides compassionate, patient-centered care to our families, friends and neighbors.

Our donor survey generated a 14.8 percent response. If you did not complete a survey, but have comments or suggestions, we welcome your input at any time. Please contact Janet Troy at 541-201-4014 or [Janet.Troy@Asante.org](mailto:Janet.Troy@Asante.org).

# School Nurse Program Treats ‘Whole’ Child

For 16 years, the Asante Ashland Community Hospital School Nurse program has been providing services to elementary and middle school children in the Ashland and Phoenix/Talent school districts. A team of three registered nurses provides health care services to approximately 18 to 22 students a day through drop-in centers at each of the middle schools. In addition, the program nurses deliver a full complement of services to more than 2,700 middle and elementary school students each year.

Funding is provided primarily through AACH, with support from the Ashland and Phoenix/Talent school districts, along with grants from the Reed and Carolee Walker Fund of the Oregon Community Foundation and the Ashland Food Co-op.

Nurses not only provide direct health services, but also become the link between school, home and the health care community. They connect children to medical homes and provide case management for the ever-increasing number of children with complex health needs. Nationally, as well as locally, the number of students with asthma, diabetes, anaphylactic allergies and mental health issues has risen dramati-

cally in the last decade. Nurses are in a unique position to ensure students are safe and able to learn while in school.

Promoting health and wellness is a key component of the program. The nurses perform hearing, vision, dental and mental health screenings throughout the year and also make educational presentations. Local dentists, including Dr. Brandt Cullen, Ashland Community Hospital Foundation board member, and Dr. Mindy Beck of Ashland Dental, have been volunteering their services to the program since 2009. “Working with the School Nurse program is a rewarding experience,” says Dr. Cullen. “I’m glad I can offer my services to children who might not otherwise have the opportunity to see a dentist on a regular basis.”

Belinda Brown, R.N., has been overseeing the program since its inception and stresses the importance of developing relationships with students and their families, as well as looking after not only physical needs, but also emotional, social and mental needs. “The nurses are able to effect positive health outcomes by treating the ‘whole’ child and developing long-term, trusting relationships with the children and their families.” Foundation board member Diane Williams, M.D., who provides pro bono consultations, agrees. “The school nurses work closely with patients and often become the people the children confide their fears and concerns to.”

Belinda has also established several community partnerships to augment and expand nursing services. Community partners include OHSU School of Nursing, Winterspring, Ashland Community Health Center, La Clinica, Ashland Food Co-op and the Ashland YMCA. Working together, these partners have established in-school clinical sites for OHSU nursing students, grief and loss groups, a high school mentoring program for middle school students, and a healthy foods program that educates middle school children on healthy nutritional choices and provides healthy snacks.

If you would like to help support the vital work of the School Nurse program, please contact the Ashland Community Hospital Foundation at 541-201-4015.



## Become a Spiritual Care Volunteer

As part of Asante Ashland Community Hospital's patient-centered care philosophy, we minister not only to patients' physical needs, but also to their emotional and spiritual needs. To that end, Reverend Pandora Canton and our team of Spiritual Care Volunteers provide comfort and support based in a variety of faith traditions.

These volunteers typically spend four hours a week with patients and their families, providing spiritual support in the form of prayer and faith-based rituals. They distribute magazines, books, prayer shawls and even quilts handcrafted by Hands All Around Quilters of the First United Methodist Church of Ashland.

Reverend Pandora recalls offering a handcrafted quilt to a patient who did not have any family or friends available to support him during his hospital stay. As Reverend Pandora wrapped the quilt around his shoulders, she reassured him he was now being embraced by every person who helped make his quilt.

If you would like more information on becoming a Spiritual Care Volunteer, please contact Dawn Dille, Volunteer Coordinator, at [Dawn.Dille@Asante.org](mailto:Dawn.Dille@Asante.org) or 541-201-4029. Or visit the foundation website at [www.achfoundation.org/volunteer](http://www.achfoundation.org/volunteer).

## Special Delivery

### *New Equipment Arrives at Family Birth Center*

Donors to the 2013 Patrons Campaign or to Lights for Life should feel especially proud because their contributions are making a huge impact at Asante Ashland Community Hospital's Family Birth Center.

Our community generously donated \$152,046 to purchase four fetal monitors, minor procedure lights, newborn bassinets and a Bili Blanket, which enables a mother to cuddle and nurse a newborn while delivering needed phototherapy. This new equipment is an important addition to our currently technology and enhances our ability to provide specialized care.

The Family Birth Center at AACH has served as a supportive place for families for more than 25 years. It offers a private, home-like environment and a sensitive, choice-oriented staff that maintains a good balance between high technology and high touch. Our Family Birth Center welcomes more than 300 newborns each year.

On behalf of the Family Birth Center staff, physicians and the Ashland Community Hospital Foundation, we thank all of our generous donors who made such a tremendous difference for our newborns, families and caregivers.



Photo by Judith Ravlik Photography



Photo by David Hess Photography

## Volunteer to be Part of the Team

Asante Ashland Community Hospital highly values our volunteers. Each year, individuals of various ages, skills and abilities donate thousands of hours to help our staff provide high-quality, compassionate care and promote the well-being of our patients and visitors. Our volunteers are committed to being responsive to the physical, emotional and spiritual needs of all we serve.

If you are interested in meeting new people, learning new skills and serving your community, please consider volunteering a few hours of your time to help us with:

- Registration/Information Desk
- Patient Service/Guest Services – Escorting patients and visitors, delivering meals, assisting staff
- Complementary Therapy – Reiki or Healing Touch
- Music – Providing music for our patients and staff
- Gift Shop
- Spiritual Care
- Library/Health Information Center
- Therapy Dog Visits
- Clerical Support

We welcome all individuals 14 years of age and older to apply. To learn more about our volunteer opportunities, please contact Dawn Dille, Volunteer Coordinator, at 541-201-4029 or Dawn.Dille@Asante.org.

## Shine a Light for Someone Special

Lights for Life is a cherished holiday giving program of the Ashland Community Hospital Foundation that benefits the work of Asante Ashland Community Hospital. We invite you to make a gift to Lights for Life and honor or remember a loved one with a symbolic light on our Lights for Life trees.

This year, your Lights for Life donation will help us provide better care by replacing existing equipment in the Emergency Department with a new digital x-ray suite.

Contributions can honor and thank someone special in your life, they can reach out to someone who has suffered a loss or they can highlight a joyful occasion:

- Commemorate the birth of a child or grandchild
- Remember the loss of a loved one or pet
- Honor your parent, spouse or partner
- Celebrate a birthday, anniversary, wedding or retirement
- Thank a local customer, service provider or caregiver
- Express gratitude to someone whose extra effort helped you or a loved one

We will promptly send a Lights for Life holiday card to the person or family you designate. The amount of your gift will remain confidential. Your donation will be symbolized by lights on two Lights for Life trees located in Ashland and in Talent. We hope you will join us at two special tree-lighting events, where we will honor your special gift.

In addition, all donors and honorees will be recognized in the December 6 *Ashland Daily Tidings*, December 28 *Mail Tribune*, December *Talent News & Review* and the January *Sneak Preview* unless you indicate that your gift is anonymous. For full recognition, please donate by November 19.

New this year, donors are invited to share a special story or photo about their loved one, which will be on display during the month of December in the west lobby of Asante Ashland Community Hospital. Additional recognition opportunities are available for community partners. For a complete listing, please visit our website at [www.achfoundation.org](http://www.achfoundation.org).

To make a gift, please complete the enclosed gift envelope, call the Ashland Community Hospital Foundation at 541-201-4015 or donate online at [www.achfoundation.org](http://www.achfoundation.org).



### 2 Lights for Life Events

**Ashland Tree Lighting:** November 28, 2014 at 4 p.m.

Event takes place before the start of the Festival of Light parade. Located on Siskiyou Boulevard between the Library and Fire Department. Refreshments provided.

**Talent Tree Lighting:** December 9, 2014 at 6 p.m.

Talent Community Center, 206 East Main Street

**Mark your calendar and join us!**

# Auxiliary Closes Chapter, Keeps Volunteer Focus



Founded in 1961, the Ashland Community Hospital Auxiliary has been an invaluable asset to our hospital for 53 years, donating approximately 500,000 hours of volunteer service and financial support in excess of \$200,000 through proceeds from the gift shop and fundraisers. But due to declining membership, the Auxiliary has decided to formally dissolve and become part of the Volunteer program.

The hospital recently hosted a luncheon to honor the Auxiliary members, affectionately known as the “Pink Ladies,” and to present them with recognition awards. Volunteer Coordinator Dawn Dille noted several members have been volunteering longer than she has been alive. “It is an honor to work with this group of individuals. They have demonstrated such dedication to serving our patients and the hospital for so many years. Without them, we would not have been able to achieve all we did.”

Former Auxiliary member Mary Webster reflected on her years of volunteering. “After I retired, the Ashland Community Hospital Auxiliary enabled me to continue to be part of the medical community where I had worked for almost 20 years. More importantly, I found an entirely new and wonderful group of friends and co-workers to enjoy. Even though the Auxiliary as such is gone, the friendships certainly remain.”

Although the Ashland Community Hospital Auxiliary volunteers have traded their pink smocks for blue blouses, many former members can still be seen assisting patients and staff every day. Their hard work and dedication will continue to benefit the hospital and community for many years to come.

*“Without them,  
we would not  
have been able  
to achieve all  
we did.”*

**Dawn Dille**  
Volunteer Coordinator

## *Long-Time Volunteers To Be Honored in New Program*

Asante Ashland Community Hospital relies on its dedicated volunteers every day. They donate thousands of hours each year helping staff, patients and families in a multitude of ways. To recognize those who have served 10 years or more and are currently active at the hospital, we are proud to name them to our newly formed Partners in Caring program.

## Explore Our New Website

In August 2014, Ashland Community Hospital Foundation launched its new website, featuring a refreshed look and more user-friendly format. Please take a moment to visit the new site at [www.achfoundation.org](http://www.achfoundation.org). We hope you agree it's easier to access information about us and to connect with Foundation staff.

The new website offers you more choices and more function. You now have the option to receive our Inspirations newsletter electronically. You can indicate whether you'd like your ongoing contribution through our secure online connection to be monthly or quarterly. You can access more free, no-obligation information and tools to help with Gift Planning. And you can also access the website with your cell phone or tablet and enjoy a new mobile-friendly platform.

While our website may look different, the mission of ACHF remains unchanged. We are committed to supporting the patients and families who receive care at our hospital, and our number one priority is to connect you to Asante Ashland Community Hospital. All of your contributions to our foundation stay in our community and exclusively support this hospital.

We encourage you to browse our website regularly for news and updates on the foundation and how your support has impacted the work of AACH.

# Nursing Students First to Feel Impact of \$2.3 Million Bequest

In April 2013, Ashland Community Hospital Foundation received a bequest in excess of \$2.3 million from the estate of Ruth Tucker Evans. The gift was directed to nursing scholarships, among other areas. The 2014-2015 scholarship recipients are among the first to feel the impact of Ruth Evans' generosity. Each student received a \$5,000 scholarship for the upcoming school year, almost four times the size of previous awards.

These students are pursuing nursing degrees at Oregon Health Science University (OHSU) at Southern Oregon University (SOU) and Rogue Community College (RCC). They intend to work in the Rogue Valley after graduation.

Ruth Evans established the endowed nursing scholarship fund in 2002. Being a nurse herself, she recognized the need for nurses and the importance of education. Since its creation, 83 local nursing students have received 124 scholarships totaling \$205,933. The Evans bequest is the largest contribution ACHF has received in its 37-year history.

Bequests and other estate gifts can have a powerful impact. For more information about how you can make a difference, please contact Janet Troy at 541-201-4014 or [Janet.Troy@Asante.org](mailto:Janet.Troy@Asante.org).



**The 2014-2015 Evans Nursing Scholarship recipients are:**  
**Back Row:** Erin Oxendine, Elizabeth Jacobson, Min-Jung Park, Scott Hamilton, Brianna Wright, Brooke Aderonmu, Chastity Dobra  
**Front Row:** Barbara Evans, Shannan Widboom, Margaret Evans



P.O. Box 98  
 Ashland, OR 97520  
 541-201-4015  
[www.achfoundation.org](http://www.achfoundation.org)

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## Table of Contents

Oeser Bequest Honors Caring Hospital Staff. . . Cover  
 Message from the President. . . . . 2  
 Volunteer To Be Part of the Team . . . . . 2  
 School Nurse Program Treats “Whole” Child . . . . 3  
 New Equipment Arrives at Family Birth Center . . 4  
 Become a Spiritual Care Volunteer. . . . . 4  
 Shine a Light for Someone Special. . . . . 5  
 Survey Sheds Light on Donor Preferences . . . . . 5  
 Auxiliary Closes Chapter . . . . . 6  
 Long-Time Volunteers Honored. . . . . 6  
 Nursing Students Feel Impact of Evans Bequest . . 7  
 Explore Our New Website . . . . . 7

## Yo’! Do Us a Favor & Pick a Flavor

Ashland Community Hospital Foundation is a proud participant in the Yo’ Community Benefit Program sponsored by Yogurt Hut. Visit any four Yogurt Hut locations in Ashland, Grants Pass and Medford during 2014 and 10 percent of the sale will be donated to the Foundation. Be sure to tell your cashier that you want to support Ashland Community Hospital Foundation or Charity #9. Special thanks to Yogurt Hut for choosing to support their local community hospital.



### ACHF Vision

Our vision is to inspire philanthropy to enhance Asante Ashland Community Hospital services.

### ACHF Mission

Our mission is to solicit, steward and grant funds to support Asante Ashland Community Hospital.