

Contributions...making a difference

BMH Employees & Physicians Give More Than Healthcare

Day after day, night after night, every weekend and over every holiday, Brattleboro Memorial Hospital employees and physicians are caring for our community. Whether it is nutrition services making meals for our patients and their families, housekeeping working to make sure rooms are clean, nurses staffing the emergency department or physicians coming in to perform surgery in the middle of the night—



Ellen and Gregg Wapner next to their brick

Brattleboro Memorial Hospital is caring for our community.

What you might not know is that employees and physicians also make charitable gifts to BMH, investing their dollars in line with their values. During the “**Building on Excellence**” Capital Campaign more than \$300,000 was given by employees and physicians. A number of employees made “brick” pledges—pledging the

dollar equivalent of fifteen minutes of pay per week for three years. Those employees were able to have a brick inscribed and placed in the Belmont Avenue entryway of the Outpatient Building. On Thursday, November 20, 2008, a celebration was held for employee donors to the Capital Campaign. Individuals and family members had the opportunity to see their bricks and celebrate the completion of the building. (see photos of employees and their “bricks” on page 3)

An Ambulatory Care Unit
Patient Room
was given in memory of
Eugene F. & Viola A. McGinn
by
Dr. Dana & Kate McGinn

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It is Official...Outpatient Building Ribbon Cutting



(l. to r.) BMH President/CEO Barry Beeman, hospital board chair Jim Baker, and Governor Jim Douglas

On Wednesday evening, January 14, 2009, the ribbon was cut and the opening of the new Outpatient Building became official. Prior to this evening there had been many tours and a donor and employee celebration but it wasn't until that evening when all the furniture was in place, the art on the wall, the donor names listed and all the minor touch-ups done that the new BMH Outpatient Building was officially open and many years of work recognized and celebrated.

Technology Tours

Starting in March 2009, the Development Office in coordination with the Community Relations/Marketing Department will be holding “**Technology Tours.**” This is an opportunity to learn about the technology used at BMH and get a peek behind the scenes.

Tours will take place the second Tuesday of each month from 5:30 – 7:00 p.m. If you are interested in attending, please call the Development Office at 802-257-8314.

Upcoming Topics:

March 10 - Nuclear Medicine & Digital Radiology

April 14 - ACU / PACU / Procedure Rooms

May 12 - 3D Imaging & CT Scan

June 9 - The Science Behind your Lab Work

Visit our website www.bmhvt.org/giving to see the year's schedule of tours.

Donor Profiles – Bill Bedard



There might be times when Bill Bedard looks back and wonders what would have happened had he followed through on that young man's dream he had during his stint at the Maine Maritime Academy.

"My big plan was always to be a tugboat captain in either New York harbor or Portland harbor," Bedard says with a smile that curves his full silver mustache up toward his glasses. He admits his desire for salty air and open waterways drew curious glances from those that knew him as a resident of landlocked Vermont. "The closest thing to an ocean in Vermont is Lake Champlain, except there are no destroyers. It's not quite the same but I've always been happy to go to the sea. I love the sea."

Fortunately for the Brattleboro community, Bedard instead opted to return home. He's lived in the same West Brattleboro house now for more than 40 years, where his greatest joy outside of his family is watching the birds flit between the various feeders he's positioned throughout his property. It was in this house that he and his wife Linda, raised their two daughters. The eldest, Melissa, is now a teacher living in Seattle while Martha lives in Vernon, affording Bill and Linda the opportunity to dote on their four grandchildren -- Amanda, Jacob, Luke and Tucker -- whom Bill refers to as "the greatest thing since sliced bread."

Longtime residents of the area know Bedard in a number of ways. He served as publisher of the Brattleboro Town Crier for more than 30 years, providing the kind of human interest news that people want to read about their community. His guitar playing in a number of local bands, including the largely popular Solid Gold Cadillacs, further raised his public profile.

"I still run into people who say they remember me from the paper, or the Solid Gold Cadillacs. So it's a small world," Bedard says. "My kids were always asking how I knew so many people. Well, I've lived here all my life."

Bedard was born at Brattleboro Memorial Hospital, where his mother was able to pay extra attention to him in her occupation as a maternity ward nurse. She had trained at the Brattleboro School of Nursing, 3 year diploma program, right on hospital grounds, and for as long as Bill could remember she worked the 3:00 pm to 11:00 pm shift. Little did he know how much more of an impact his mother's job at the hospital would have on his life.

"She told me there's a young lady named Linda Rogers over at Thompson School I ought to meet. You know, my mother trying to be a connector," recalls Bedard. "I said, 'well ma, if I get the opportunity I will,' and the long and the short of it is I did meet her and asked her out for a date and 44 years later, we're here."

Linda graduated from the Thompson School as an LPN and went on to Greenfield Community College to become an RN. She now works in the BMH Birthing Center in a role very similar to what Bill's mother did in the maternity ward for so many years. Meanwhile, Bedard had been making contributions to Brattleboro Memorial Hospital of both a financial nature as well as his time. After the Town Crier was sold, he eventually found another niche as the hospital's development director.

"The biggest thing I had in my favor is I know everybody and everybody knows me. So I guess it's easy for them to talk with me whether it's for the hospital or for our class reunions at the high school. I usually spearhead those types of things," says Bedard.

Prior to his retirement, Bedard helped to establish the hospital's 1904 Legacy Society, recognizing the support of those who have constructed legacy gifts, and established the charitable gift annuity program that provides donors with a tax exemption as well as interest payments on their contribution. He believes in leading by example and he and Linda have made their own charitable gift annuity.

"What you need to do as far as getting people to give is plant the seed. That's all you can do. You can't tell them to make a donation or leave something in their will," Bedard says. "Somebody that I've known all my life, never thought that he was philanthropic at all, gave a million dollars to the hospital. He didn't have any kids. When he and his wife died they gave this wonderful gift. I just thought that was wonderful."

Bedard cites modern procedures like laproscopic surgery and the new digital mammography equipment recently purchased by the hospital as two prime examples of the importance for continued reinvestment in a community hospital.

"I've always thought it's very important to have a real good hospital and real good schools. If anyone was coming into town these would be two of the key areas they would look at," says Bedard. "These are the things that philanthropy can do. It's a very good time for people to think that way."

BMH Employees & Physicians Give

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This year as Brattleboro Memorial Hospital works to raise \$175,000 in annual dollars, employees and physicians have once again stepped up to support the hospital. Even while many employees continue to pay on their three-year Capital Campaign pledge, we have seen a 45% increase in annual fund participation, raising more than \$20,000 through employee donations. Physicians are also being very generous in their financial support. We are seeing new and increased donations to our Annual Fund from our doctors. **It is still early** but the total amount pledged by doctors thus far has increased by more than \$3,000 and physician participation has increased by 5% with just under half of all active physicians giving to this year's Annual Fund.

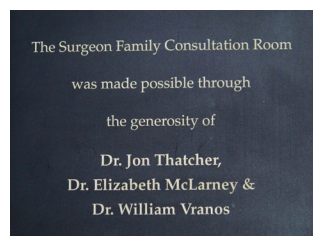


Prudence MacKinney next to her brick



Logan Affinito, son of Mel Affinito in Radiology kneels in front of his brick

So while we recognize and thank the doctors and employees who care for our community day after day, we also want to thank them for their generous financial support of Brattleboro Memorial Hospital.



A Safe Source in a Volatile Market

by: Christopher Chapman, VP & Principal, Trust Company of Vermont

Many people wonder where they can find a safe source of investment returns in today's volatile stock and bond markets.

We have a suggestion: a charitable gift annuity backed by the full faith and credit of Brattleboro Memorial Hospital, whose assets include soundly managed operating and endowment funds.

A charitable gift annuity is an arrangement between you and BMH to pay you a fixed amount of money in exchange for a contribution of at least \$10,000. It is similar to an insurance annuity, a large difference being a charitable gift annuity qualifies for an income tax deduction. The reason is when the annuity expires (usually upon the death of the annuity beneficiary) the balance of the contribution will revert to BMH.

Summary of the benefits:

- The tax deduction for the donor is substantial.
- The pay-out rate currently far exceeds what is available in money market funds or savings accounts.
- The donor accomplishes a substantial long-term gift to BMH.
- Capital gain tax relief is also available when appreciated assets are used to fund the annuity agreement.

To learn more about Charitable Gift Annuities, join us for lunch on Wednesday, March 25, 2009 from 11:30 a.m. - 1:00 p.m. or call Ellen Smith, Director of Development, at 257-8314. RSVP for lunch required.

Gifts In Action

Last year, you and many of your friends and neighbors helped our 2008 Annual Fund raise more than \$160,000 toward the purchase of two digital mammography units for Brattleboro Memorial Hospital. Installed in mid-August and in use shortly after, the feedback has been overwhelmingly positive. Patients have commented on the comfort of the exam, the quick results and the clarity of the image. One woman recently shared.....

"The staff, the space, just the whole experience was great. They even let me look at my pictures. I have told so many friends about BMH and the imaging center." ~ Claudia

As we quickly move into a new year and raise support for the next priority, we want to keep you updated on how your dollars make a difference and **thank you** again for being part of making Brattleboro Memorial Hospital a quality community hospital.



Brattleboro Memorial Hospital
Caring for our Community

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Best patient care experience- every patient; every time; Best place to work- employees / volunteers / medical staff

You Can Now Make a Gift to BMH Online

For many, it is so much easier to go online to make a charitable gift. No more writing checks, finding/buying stamps and getting it in the mail. Just click on www.bmhvt.org/giving and follow the prompts. Whether you want to make an unrestricted gift or give to a specific BMH fund like the Grateful Patient Fund, you can now do it quickly and easily on our website. Please take a minute to visit us.

Grateful Patient Fund Update

The new **“Grateful Patient Fund”**, which was established this past year to recognize the importance and value of high quality healthcare professionals and to help insure that Brattleboro Memorial Hospital continues to have top staff, has been very well received. More than \$3,000 has been raised to launch this employee scholarship and loan forgiveness program and we are hoping to start dispensing funds in the spring of this year.

Recently a grateful patient shared with the Development Office her intent to make a gift to BMH every year on the anniversary of her life being saved at BMH. Along with her gift, she wrote a note (*in box at right*).

To learn more about this new fund, visit www.bmhvt.org/giving/grateful_patient.shtml.

“A year ago a wonderful team effort of BMH staff saved my life. This year, a much more bland routine of good care and regular check ups and always wonderful doctors kept things delightfully dull – at least as far as health was concerned. And I am still a grateful patient.”

Lucinda Pins

Every year in early December the Employee Activity Committee at Brattleboro Memorial Hospital organizes a craft fair. For the last two years the Development Office has taken this opportunity to sell **Lucinda Pins** and raise dollars for women’s health services at BMH. Thank you to Sue Greenbaum, Jude Lefevre, Fran Burrows and Mileva Brown for volunteering to sell pins this year.

If you have not had an opportunity to purchase a pin, there are still a few pins left. They make great presents and cost only \$15. Come to the Development Office at 55 Belmont Avenue to look over the selection or call 802-257-8314.



Jude Lefevre and Sue Greenbaum