

## **Purpose and Mission**

Mercy Health Partners of Southwest Ohio Foundation (Mercy Foundation) provides fundraising services for the nonprofit organizations of Mercy Health Partners of Southwest Ohio (Mercy). It is a 501c3 public charity. Funds raised are used to improve access to health care and to improve quality of life for the poor and under-served. Thousands of area residents help Mercy to fulfill its mission—extending the healing ministry of Jesus by improving the health of our communities with emphasis on people who are poor and under-served.

## **2008 Accomplishments**

Mercy Foundation supports capital and improvement projects, community outreach programs, and other programs at five hospitals; six senior living (long-term care) communities; and two social service programs—Mercy Franciscan at St. John in Cincinnati's Over-the-Rhine community and Mercy Franciscan at St. Raphael in Hamilton, Ohio. It also collaborates with partners in the community.

The two social service agencies together serve more than 100,000 unduplicated clients annually. Six senior living facilities in Ohio, Kentucky, and Indiana house about 1,150 residents at a time. The five hospitals have more than 50,000 patient admissions/deliveries per year. Mercy Hospital Anderson was rated nationally for the 7<sup>th</sup> time among the 100 Top Hospitals in America by Thompson Healthcare. In 2008 Mercy Hospital Fairfield received the Thomson Reuters *100 Top Hospitals: Cardiovascular Benchmark Award*. It was one of only eight hospitals in Ohio to earn this award for clinical and managerial excellence. The Centers for Medicare and Medicaid Services awarded 5-Star ratings for Overall Performance to four senior living communities: Mercy Franciscan Terrace, Mercy Franciscan at West Park, Mercy Sacred Heart Village, and Mercy Providence Retirement Home.

## **New in 2008**

- **Mercy launched two growth initiatives in 2008.**
  1. In the summer, Mercy announced plans to open a new hospital to serve residents of western Hamilton County. Mercy Foundation is assisting these efforts by conducting in-person surveys with community stakeholders.
  2. In the 4<sup>th</sup> quarter, Mercy Hospital Clermont broke ground and started construction on the new Mercy Medical Center - Mt. Orab, which will provide health services to the residents of Brown County. Mercy Foundation secured a grant from the Southern Ohio Agricultural and Community Development Foundation to cover site development and infrastructure costs. Mercy Foundation has joined forces to raise funds together with HealthSource of Ohio, which is building an adjacent 15,000 square feet community health center facility in Mt. Orab.

- **Mercy and Mercy Foundation** helped The Sisters of Mercy and The Franciscan Sisters of the Poor celebrate 150 years of sharing, caring, and service in Cincinnati. A series of sesquicentennial events and publications honored the sisters' history.
- **Mercy Foundation** now offers fundraising assistance to two new senior living communities that have joined Mercy: Mercy Sacred Heart Village in Louisville, Kentucky and Mercy Providence Retirement Home in New Albany, Indiana.
- **The Combined Appeal campaign** offers employees a chance to give to a Mercy cause or to United Way or Fine Arts Fund. For the first time, Mercy Foundation offered online giving during the Combined Appeal, and 14% of employee donors took advantage of this option. Generous employees helped fund cardiac rehab programs, new chairs in patient rooms, the Clermont chapel, the Employee Emergency Fund, and the Angel Care Fund to assist senior living residents who have outlived their resources.
- **Mercy Foundation** researched and applied national best practices with storytelling in direct mail, creation of new grateful patient initiatives, and redesigning its website (coming soon to [www.mhpfoundation.org](http://www.mhpfoundation.org)).
- **Catholic Healthcare Partners (CHP)** is the parent corporation of Mercy. The regional foundations within CHP have formed the Foundation Executives Network (FEN). For the first time this year, FEN members collaborated with the CHP Foundation on a system-wide effort to generate philanthropic contributions to fund medical home initiatives. These programs are essential for connecting people to a regular source of primary medical care and to avoid non-emergency visits to hospital Emergency Departments.

Other charitable highlights of 2008 include:

- **At Mercy Hospital Anderson**, the Guild contributed more than \$200,000 for capital equipment purchases. The Mercy Hospital Western Hills Auxiliary contributed more than \$200,000 for furnishings and equipment, such as a cardiac monitoring system, loop electro surgical equipment, defibrillator/crash carts, and a matrix system for medications.
- **Mercy Hospital Clermont** completed construction on a major expansion that expanded its Intensive Care Unit, increased the number of hospital beds, and added more office space for physicians, among other improvements. It was the largest expansion project at Mercy Hospital Clermont since it was founded in 1973. The transformation of the Intensive Care Unit was possible with donations like \$50,000 from the Jacob G. Schmidlapp Trust, Fifth Third Bank, Trustee.
- **The Young Women's Program at Mercy Franciscan at St. John** continued to expand in its second year, thanks in part to a generous \$50,000 grant from the Charlotte R. Schmidlapp Fund, Fifth Third Bank, Trustee.
- **Special events raised \$475,239** to support the Health Partnership Program at Mercy Hospitals Clermont, Fairfield, and Mt. Airy; Mercy Hospital Anderson Orthopedics; the new, enlarged ICU at Mercy Hospital Clermont; cardiac rehab at Mercy Hospital Fairfield; nursing education at Mercy Hospital Western Hills; and Mercy Franciscan at St. John's Bridges computer training program, among other causes.

- **Direct mail attracted \$263,874 in contributions** from 1,902 donors. Telling the stories of Mercy's patients, residents, and employees sparked the spirit of philanthropy in our supporters.
- **Mercy Foundation helped raise \$96,384** for the HANDS Health Center, a school-based health clinic in the Northwest Local School District.
- **The Health Foundation of Greater Cincinnati** awarded a second grant of \$98,000 to continue and grow Mercy's medical home initiative. With its Health Partnership Program and referrals to local federally qualified health centers, Mercy provides sources of primary care for the working poor and uninsured. This grant enables the Mt. Airy office and HealthSource in Clermont County to hire community health workers at their sites. They will follow-up with people who have been referred from the Emergency Department to a medical home as well as to educate people with chronic illness on the importance of receiving regular primary care.

Mercy of Southwest Ohio (Mercy) remains committed to providing the highest quality of care regardless of a patient's ability to pay. In the last four years, the amount of charity care and bad debt at the hospitals has doubled and is expected to increase dramatically in 2009. Mercy Foundation has maintained an active base of more than 5,000 donors, but the average gift has decreased by 39%. **The assistance of generous donors is more important than ever to keep pace with the need for capital and program improvements at all sites.**

*Mercy Foundation is a member of the Ohio Association for Healthcare Philanthropy and the Association of Fundraising Professionals.*