

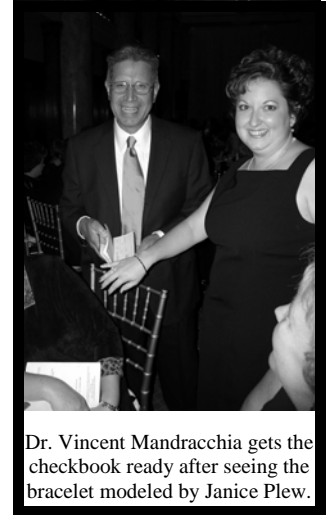
Second Fall Gala A Resounding Success

Broadlawns Medical Center Foundation sponsored its Annual Fall Gala on September 12, 2003. The event was held for the second time at the wonderful Temple for Performing Arts.

The event consisted of live and silent auctions and an exclusive wine tasting. Guests received a special treat when the cast of Triple Espresso came and performed before the gourmet meal. U.S. Congressman Leonard Boswell and Polk County Supervisor Bob Brownell teamed up again as auctioneer and emcee for the evening.

The Foundation's Fall Gala raised \$47,000 of the approximately \$50,000 Broadlawns Medical Center needs to replace one of the Surgical Department's operating room tables. The event's success surpassed the planning committee's expectations in nearly every way. The Foundation Board and staff want to thank all of the corporate and individual sponsors who attended and supported the event.

The Foundation has begun planning the Third Annual Fall Gala to held Friday, October 8, 2004 at the Renaissance Savery Hotel. It will be a time of fun and celebration as Broadlawns Medical Center celebrates its 80th Anniversary of service to our community.



Dr. Vincent Mandracchia gets the checkbook ready after seeing the bracelet modeled by Janice Plew.

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Foundation Board Support

The Broadlawns Medical Center Foundation Board members donated funds for a Donor Board. Over the course of the last two years the Foundation has been working to secure donations to support the much needed capital equipment and infrastructure for Broadlawns Medical Center. However, there was not a Donor Board to recognize all of our donors and their generosity.

The Foundation Board of Directors, under the leadership of Dave Merritt, believes strongly in recognizing our donors and raised the additional money needed for the Donor Board.

The goal is to have the board completed by February 1, 2004.

Thank you to all who assisted with this great project!



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Foundation Installs New Software System

As the Foundation has been developing over the last two years, one of the greatest challenges has been that of not having an information system to support the fundraising efforts.

Under the leadership of Foundation Board Member John Beh, Jim Hubbell was contacted. Mr. Hubbell wanted to give a donation that would make a great impact to the organization as well as benefit the Foundation in the future. The Carey and Jim Hubbell Foundation and Hubbell Realty Company donated \$7,000 to purchase the Raiser's Edge software. Raiser's Edge is the leading fundraising software for foundations.

Through Mr. and Mrs. Hubbell's generous donation the Foundation will be able to touch more potential donors as well as ensure timely information back to them. This generous gift is one that will only grow with time as we expand our donor base and community outreach. The goal is to have Raiser's Edge up and running by January 15, 2004.

**"Don't judge each day by the harvest you reap,
 but by the seeds that you plant."**

-Robert Louis Stephenson

Feasibility Study to be Launched

The Broadlawns Medical Center Foundation will be starting the New Year off with a feasibility study to assess the community's receptiveness to a capital campaign. The Chairman's Council has been working with ME&V, an Iowa consulting firm, to develop a community contact list and the case statement for the study.

The feasibility study will involve interviewing various community leaders and gathering data that is critical to determining whether a campaign should be initiated, its scope and potential campaign goals.

Director's Update

By Doug Hodgson
Director, Foundation Development

On behalf of the Broadlawns Medical Center Foundation, I wish you and your family a very happy new year! This time of year is an excellent time to reflect on the positive happenings in our lives. While the day-to-day issues we face can at times seem overwhelming, if we are able to see the beautiful forest through the trees, we will see how fortunate we are to be alive at an incredible time and to live in a wonderful country.

Some of your and my neighbors, however, are not as fortunate as you and I. The number of people in the United States who are without health insurance is exploding. Central Iowa is not immune to this trend. Many Central Iowans trying to make better lives for themselves and their children by working one or two jobs are increasingly finding themselves without health insurance. Many times, because of soaring health insurance premiums, employers are unable to provide health insurance coverage and workers are left to decide between putting food on the table or securing health insurance coverage. Understandably, people choose to feed their families.

Central Iowans in this situation are very fortunate to live in a community that cares enough to make Broadlawns Medical Center available to them for their healthcare needs. As the number of uninsured Central Iowans continues to grow, we as a community will need to do even more to help ensure that Broadlawns Medical Center is able to continue providing excellent medical care to our neighbors and our neighbors' children.

Broadlawns employees are not only providing great care to patients, they are leading the way in helping to ensure Broadlawns' future. They stepped up when asked to contribute to the annual giving campaign coordinated by the Medical Center's Foundation. More than twice as many employees made donations during this campaign than during any previous campaign. Thank you so much!

As mentioned elsewhere in this newsletter, special thanks also go out to the Carey and Jim Hubbell Charitable Foundation, Hubbell Realty Company, and the Broadlawns Foundation Board of Directors for their generous donations. Finally, thanks to everyone else who has made a generous gift to the Broadlawns Foundation.

Again, I wish you and yours a wonderful 2004, filled with happiness. Please call me in 2004, at 282-5755, to set up a visit to Broadlawns or to discuss how you can help us in our efforts.

“Hope is a state of mind, not of the world. Hope, in this deep and powerful sense, is not the same as joy that things are going well, or willingness to invest in enterprises that are obviously heading for success, but rather an ability to work for something because it is good.”

- **VACLAV HAVEL**

P.O. BOX 5008 DES MOINES, IOWA 50306-5008 • 515.282.2500 • 515.362.4058 FAX

The Broadlawns Medical Center Foundation was established in 2001, to raise, manage and distribute funds that promote and support the programs and services of Broadlawns Medical Center, whose mission of Caring for our Community™ means providing cost-effective health care services to all residents of Polk County.

Community wellness initiatives, continuing staff education, new equipment purchases, maintaining and improving the medical-health services available to all residents of Polk County, and providing health services which meet the needs of our community are examples of the support needed by Broadlawns Medical Center.