

Employee 2006 Combined Giving Campaign Surpasses Goal!

The physicians and employees at Broadlawns have shown their generosity once again! Last November, Broadlawns employees gave/pledged a total of \$57,700 during the 2006 Employee Combined Giving Campaign! A record \$54,700 was directed back to the hospital for new equipment and programs, and the remainder was designated to United Way and Iowa Shares. The focus of the year's campaign was a new portable x-ray machine that will be used hospital wide. The two machines currently used are over 18 years old and often break down. It is getting more and more difficult to find the parts needed to repair them.



To increase support for the Combined Giving Campaign, a silent auction was held in the cafeteria on November 15 and 16. Theme baskets donated by 12 different departments within the hospital were up for bid. The value of the baskets ranged from \$30 to \$640! Some of the baskets promoted the following themes: movies, lobster, wellness, keeping in touch, sports, Christmas, and much more!! Congratulations to all the departments who participated.

The Broadlawns Medical Center Foundation also received a pledge of \$30,000 from the Iowa Clinic Healthcare Foundation toward the purchase of a new x-ray machine. Dr. Jon Hade, Chair of the Iowa Clinic Healthcare Foundation comments, *"The Iowa Clinic Healthcare Foundation is privileged to help Broadlawns Medical Center purchase a new portable x-ray machine. This new equipment will continue to ensure that patients have access to the same type of imaging equipment that is used in other medical facilities."*

The BMC Foundation Partners with Dahl's

During the month of April, area Dahl's Food Stores partnered with the Broadlawns Medical Center Foundation to raise awareness and funds for the hospital. All month long, Dahl's shoppers had the opportunity to donate \$1 at check-out to help purchase a new birthing bed at Broadlawns. Dollar vouchers were scanned at the counter and automatically deposited into an account for Broadlawns. A total of \$3,800 was raised from this first-time effort.

On Saturday, April 8, members of the Broadlawns Trustees and Foundation Board, together with BMC physicians and employees, were present in six area Dahl's stores – answering questions about Broadlawns, offering wellness tips, and giving away free pens and temporary tattoos to kids. It was a successful event thanks to the wonderful 24 volunteers who helped!



Broadlawns Medical Center employees Thien Tran and Kim Johnson together with Foundation Board Co-Chair, Dr. Don Doudna, visited with shoppers at the Merle Hay Dahl's and encouraged them to support the Broadlawns Medical Center Foundation.

Fashion Show Benefit to Help Cancer Patients at Broadlawns

Strike a Pose for Broadlawns, a benefit fashion show for the Broadlawns Medical Center Foundation, will be held on May 11th, at the Temple of Performing Arts. Hors d'oeuvres begin at 6:30 p.m. and the fashion show featuring Lu Ann Sampson with Ladies Choice will begin at 7:30 p.m. All fashions will be provided by Kathy's and Blue Willi's. Proceeds will go toward the purchase of a sentinel node probe at Broadlawns to help detect and treat breast cancer in women. Mo Dana is the Honorary Chair for the event. For more information contact Foundation at 282-5755.

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Contact Us

Call the Foundation at (515) 282-3200 to:

- Learn more about giving opportunities to benefit Broadlawns Medical Center Foundation, or to make a gift
- Schedule a Broadlawns Medical Center Foundation representative to talk to a group about the exciting role Broadlawns Medical Center plays in the community or ways in which an organization can help by giving
- Schedule a tour of the Broadlawns facility

To give of your time by volunteering at Broadlawns Medical Center, call Mary Novello at (515) 282-5602.

To join the Broadlawns Medical Center Guild, call (515) 282-2500.

BMC Foundation Promoted at Area McDonald's

McDonald's tray liners featured information about Broadlawns and the Broadlawns Medical Center Foundation during the month of April. This was a first for the Foundation and it helped raised awareness in the community. The Broadlawns Foundation also received their first grant notice from the Ronald McDonald House Charities to fund a new inpatient crib in Medical/ Surgical/ Pediatrics.

Broadlawns Medical Center Receives Numerous Major Gifts!

The BMC Foundation has received some significant gifts recently from community leaders, foundations, and philanthropists. The more we tell our story, share our needs, and highlight the crucial role Broadlawns plays in our community, the more people want to step up to the plate to help. Thank you to all who have so generously given to the Broadlawns Medical Center Foundation. Your gifts are making a difference in the lives of our patients every day.

Broadlawns Medical Center is funded through a variety of sources. While the largest is the tax levy, it is supplemented by Medicare, Medicaid, grants, and donations. Private donations are needed to purchase priority equipment on a regular basis. If you would like to make a gift to the Broadlawns Medical Center Foundation, please call 282-3200 for more information, or mail a check to:

Broadlawns Medical Center Foundation
P.O. Box 5008
Des Moines, IA 50306-5008

When I give to the Broadlawns Medical Center Foundation, I know my support doesn't disappear into a big budget. Instead, I am able to see direct results. It's easy to make things happen and make things better at Broadlawns because the need is so great. It's an opportunity for my gift to make a real impact."

Jim Hubbell, III
Jim Hubbell Charitable Foundation

SAVE THE DATE!!!

Broadlawns Medical Center Foundation's Black Tie Gala - September 29, 2006

The evening will consist of a wine tasting, dinner, live auction and dance and will be held at the beautiful Sheraton West Des Moines Hotel. This event will raise funds to purchase a new centralized fetal heart monitoring system for the Family Birthing Center. This system can provide an early warning of life threatening problems that will allow timely interaction to protect both baby and mother. Watch for more information in the coming months.

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