

BLOOMINGTON HOSPITAL FOUNDATION IMPACT

A publication dedicated to sharing the impact made locally by the friends of the Foundation.

Doris Brineman with
Foundation President
Jon Barada

[photo credit: Martin Boling]



Celebrating 50 Years with Founding Board Member Doris Brineman

Throughout this year, the Bloomington Hospital Foundation has celebrated 50 years of local impact on healthcare in the community. Now a robust fundraising arm for local healthcare, the Foundation's beginnings are rich in history – particularly women's history.

In 1897, several women in Bloomington put a call out to the various women's groups in town suggesting they band together to share communications and to promote work of common interests. They organized a Local Council of Women (LCW) with a goal of improving the city.

Flash forward to some point in the early 1950s, when the LCW's mission turned from broad community overview to the hospital, solely. In 1965, the Hospital Foundation was established, and in 1967, the Bloomington Hospital Foundation was incorporated, centralizing the work of fundraising that had previously been undertaken by LCW committees.

With the creation of the Foundation, there was also a creation of a first Board of Directors. Serving on that founding board was Doris Brineman,

one of only two founding members still living. "I came to serve on the board because of my involvement with the LCW," explained Doris. "Good healthcare was important to me and to Bloomington. There were about a dozen of us on that first board. We were a pretty congenial group who realized how important our Foundation could be to the hospital."

According to Doris, Foundation fundraising started off rather slowly. "We spent our time trying to convince people that giving money to the Foundation was a good way to honor or memorialize a loved one," she said. "That was our main source of income."

But then they "got serious about it" and hired the Foundation's first employee. Their goal was to begin deliberately raising money for hospital projects. They threw their first "hospital ball" at College Mall. "They draped all the storefronts and there was a big stage in front of Sears. It was quite an undertaking," Doris reminisced. "Eventually that led to the Festival of Trees which in turn became the annual Gala."

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Celebrating 50 Years with Founding Board Member Doris Brineman (cont...)

While serving on the Foundation board, Doris also found herself working as a hospital employee. Prior to her board position, she became the hospital's first Public Relations Director in 1961. She wrote articles, took photos of the hospital being built, and eventually put out the hospital's first newsletter, "Inside."

"My role as PR Director and board member went hand-in-hand," Doris said. "They really fit together nicely."

Sometime over the years – Doris doesn't exactly recall when – she exited the Foundation's board. "It had been many years, and it was just time," she said. Doris continued to work at the hospital until her retirement in 1981. But she just couldn't stay away. Later that year she began serving as a volunteer. On December 14 of this year, after 36 years of volunteering, Doris served her last volunteer shift. "I've just loved helping people. I'll miss that the most."

When asked what she thought of Bloomington Hospital Foundation celebrating its 50th anniversary, she said, "It's wonderful, just wonderful. And I'm especially happy that they are still raising funds that stay right here in Bloomington. The hospital gives excellent care, and I have high hopes that healthcare will continue to be outstanding in this community."

Doris summed up, "One person could never accomplish so much. It takes a group – and the Foundation and its supporters have been a great group over these 50 years."

CELEBRATING 50 YEARS

As the year comes to a close, we share with you just a few of the ways we celebrated our 50th Anniversary:

- ▶ 50 Stories for 50 Years – read each of the stories on our blog at BloomingtonHospitalFoundation.org
- ▶ 50 Photos for 50 Years – check out our Facebook page to see our 50 photos
- ▶ \$50 for 50 Years Campaign – collectively, \$50 donations are being used to purchase two non-invasive ventilators
- ▶ Inaugural Impact Local Healthcare Awards – we honored William A. Cook, Dr. Anthony Pizzo, Dr. Frank Hrisomalos and Dr. Jean Creek
- ▶ 50 Miles for 50 years – Foundation staff committed to completing a healthy challenge of logging 50 miles



Honoring Our Past, Looking to Our Future Gala was held December 2

Alumni Hall in the Indiana Memorial Union dazzled on December 2 as Foundation supporters gathered to celebrate 50 years of the Foundation and toasted to 50 more. Guests enjoyed a gourmet meal and then danced the night away to the band Soul Street. The program portion of the evening was capped off with a video of "happy birthday" wishes to the Foundation from those in our community.

Thank you to these sponsors for a wonderful event:

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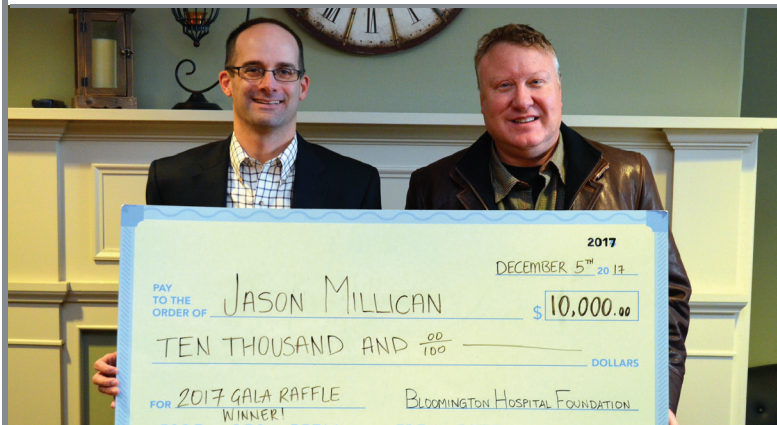
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Jon Barada (left) is pictured here with Jason Millican, the winner of the ever-popular Gala raffle with a \$10,000 grand prize.

BLOOMINGTON HOSPITAL FOUNDATION

2017 CRIB FOR EVERY BABY CAMPAIGN

IU Health Safe Sleep Program



In 2015, there were 2,011 infants born at IU Health Bloomington Hospital – of those, nearly half were Medicaid, charity care or no-insurance patients. Couples and mothers are starting their families and are perhaps not as financially prepared as possible – and one way to save money is by not purchasing a crib and simply having baby sleep in a parent’s bed or on a couch.

Unfortunately, more than 3,400 babies in the United States die from sleep-related deaths each year. In fact, sleep-related deaths are the #1 cause of death for infants between one month and one year old. Studies show that many of these deaths are caused by accidental suffocation due to unsafe sleeping environments.

The IU Health Bloomington Safe Sleep Program provides portable cribs – sometimes referred to as a “pack-n-play” – to families of infants who cannot otherwise afford a crib. In order to receive a crib free of charge, parents must first participate in a Safe Sleep education class where they learn the importance of practicing safe sleeping habits for their infant.

In the first half of 2017, more than 250 portable cribs were distributed. Unfortunately, funding for the program is dwindling while demand for the cribs is at an all-time high and requests continue to rise.

Bloomington Hospital Foundation’s 2017 Crib for Every Baby Campaign looks to fund the purchase of portable cribs for this most vulnerable portion of our population. This \$110,000 campaign will fund the purchase of 500 cribs per year for the next five years and will also help educate parents on the importance of safe sleeping habits.

IMPORTANT FACTS AT A GLANCE:

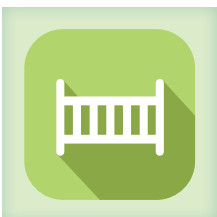
- ▶ 7.3 per 1,000: Indiana’s infant mortality rate
- ▶ 5.8 per 1,000: United States’ infant mortality rate
- ▶ 75% of Bloomington’s single-moms-as-head-of-household are living in poverty
- ▶ 44% of infants born at IU Health Bloomington Hospital in 2015 were Medicaid/charity care/no insurance
- ▶ According to a local survey, the second-highest-rated health issue in our community is the need for Sudden Infant Death Syndrome education and training
- ▶ Each year nearly 50 Hoosier infants die due to unintentional suffocation – that’s enough children to fill two Kindergarten classrooms

From a Local mom...



“I’m pregnant, I have no money, and I’m scared. I’m due next week and the father is not involved.

Thank you so much for providing this service. My baby would not have had a bed otherwise.”



Please join us in making an impact on our community’s precious bundles of joy. Consider supporting the 2017 Crib for Every Baby Campaign by using the enclosed envelope.

Thank You for Supporting #GivingTuesday

You’ve heard of Black Friday and Cyber Monday but on #GivingTuesday millions of people across the globe donated their time or funds to their favorite causes, officially launching the season of giving. The Bloomington Hospital Foundation ran its first-ever #GivingTuesday campaign this year on the Tuesday after Thanksgiving. All proceeds from the campaign will support the 2017 Crib for Every Baby (Safe Sleep) Campaign.

briefly Speaking

The Heart of IU Health

The first-ever system-wide employee giving campaign, **The Heart of IU Health Campaign**, ran November 8 – November 18. The Bloomington Hospital Foundation is pleased to announce **an** 20% increase in employee giving this year. The Foundation sends a special thank you to all IU Health Bloomington team members who generously gave to assist their fellow IU Health employees and patients in our area and across the state. Pictured here is Angel, a therapy dog from the Monroe County Humane Association's VIPaws Program, who lit up faces and warmed the hearts of team members on select days during The Heart of IU Health Campaign.



Thank you

The Foundation would like to extend our sincerest thanks to outgoing Board Chair Kevin Theile and outgoing Board Members Mona Mellinger and Susan Wier. Thank you for your contributions, commitment and dedication to the Bloomington Hospital Foundation.

Behind the Scenes Tour

Did you know? The Bloomington Hospital Foundation offers hospital tours to interested donors. Last summer, the Foundation had the pleasure of taking Ivy Tech Community College Bloomington staff members, including Chancellor Jennie Vaughan, on a Behind-the-Scenes tour of two hospital departments: the Emergency Department and the Cardiac Catheterization Laboratory. During the tour, the Foundation was able to point out equipment and various items that the Foundation was able to purchase thanks to generous donations.



Women of Vision

Bloomington Hospital Foundation's Women of Vision had an active 2017. Created in January of 2016, Women of Vision is a group made up of just that – women with a vision for the future of healthcare in our community. They gather to learn, discuss and share ideas that will help shape and impact local healthcare.

There were three Women of Vision Forums in 2017, along with an array of social events. In October, the group met for a Walk & Talk with IU Health Bloomington Physical Therapist Brenda Taylor who dispelled myths and rumors about keeping active and healthy, all while strolling the B-Line. (Photo above.)

Plans are being solidified for 2018. If you're interested in joining the Women of Vision, please email Lauren Dexter at ldexter1@iuhealth.org. Like and follow the group on Facebook at www.facebook.com/bhfwov2016.



Making an Impact: Hoosiers Outrun Cancer 2017

"No One Fights Alone" was written on one team's shirts. And that was a fitting sentiment for the more than 5,000 who came together for this year's Hoosiers Outrun Cancer.

For the 18th running of Bloomington Hospital Foundation's signature fall event, 4,700 participants, more than 400 volunteers, and countless local businesses helped to raise well over a quarter of a million dollars for the IU Health Olcott Center. That brings the total over the years to more than \$3 million in support of cancer services.

Participation, donations and sponsorship help the IU Health Olcott Center provide patients and their families with information on cancer prevention, early detection, diagnosis and treatment. These services are provided free of charge thanks in large part to Hoosiers Outrun Cancer and the amazing runners, walkers, volunteers, corporate sponsors and individual donors who support the race – like you!

Thank you for your support of Hoosiers Outrun Cancer, the Bloomington Hospital Foundation and the IU Health Olcott Center. We look forward to seeing you on race day on September 29, 2018!

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Bloomington Hospital
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IMPACT LOCAL HEALTHCARE

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