

2009 & 2010

Combined Annual Report





Over the past two years, PinnacleHealth Foundation has received generous gifts to support programs and services of PinnacleHealth. Some major highlights included:

- ◆ \$5 million gift from the Donald B and Dorothy L Stabler Foundation to support the Strengthening the Lifeline Campaign
- ◆ 18th and 19th Annual Cleve and Mary Jane Fredericksen Golf Tournament combined proceeds exceeded \$250,000
- ◆ The Foundation Board allocated more than \$1.5 million from a specially designated fund to support innovation and growth for PinnacleHealth and the community
 - Collaboration to Improve Access for Community Clinic Patients
 - Lean Six Sigma Quality Improvement Training
 - Nursing Alumni Scholarships
 - CPR Training for Uninsured and Underinsured
 - Emergency Department Information System

Through your generosity, the Foundation was able to:

- ◆ Support the implementation and growth of a new Cribs for Kids Chapter at PinnacleHealth
- ◆ Collaborate with community organizations such as the Latino Hispanic American Community Center
- ◆ Help open the first three phases of the new emergency department
 - Remaining phases will be completed in Fall 2011



Our mission is to address community needs through PinnacleHealth programs and services. In our 2009 and 2010 Combined Annual Report, we chose to focus on stories of generosity which support the Foundation's values. These values are:

- ◆ Meaningful, long-term relationships with our donors
- ◆ Partnership with our constituents in the community
- ◆ Honesty, integrity and ethical behavior in all that we do
- ◆ Treatment of all with respect, courtesy and dignity
- ◆ Good stewardship of the resources entrusted to us
- ◆ Donor-focused philanthropy in every aspect

We hope that these stories inspire you and encourage you to share your own stories of how generosity affects your life.

*“If you are going to ask for money,
you better be willing to give yourself!”*

- Elsie Swenson



Long-term Relationships

For Elsie Swenson, being a long-term, regular contributor to the PinnacleHealth Foundation is a way of life. “Harrisburg Hospital was our community hospital. We lived across the street and had a clear view of the hospital,” says Elsie. When her husband became ill, Harrisburg Hospital provided the compassionate care for which she was extremely grateful. Now, she reflects, “If I have to go to the ER, I want to go to Harrisburg Hospital.”

Best known as an influential fundraiser and donor, Elsie has focused her volunteer efforts on health and human services, her church and the arts. “If you are going to ask for money, you better be willing to give yourself!” she exclaims. Elsie also appreciates the impact of generosity. “It’s not about how much you give, but the fact that you give. That’s what makes a difference in the lives of those in our community.” The Foundation is grateful for Elsie’s long-term commitment to our community.

“The Nurse-Family Partnership (NFP) Program goals parallel the Highmark Foundation’s mission to improve the health, well being and quality of life of the individuals who reside in the communities served by Highmark Inc.”

- Gina Pupo, Nurse Manager, Physician Practice Network



Community Partnerships

In Summer 2010, PinnacleHealth received a \$150,000 grant from the Highmark Foundation to expand the Nurse-Family® Partnership (NFP) Program, an evidence-based community health curriculum that helps transform the lives of vulnerable mothers pregnant with their first child.

NFP is a voluntary prevention program that provides nurse home visitation services to low income, first-time mothers. Nurses begin home visits early in the mother’s pregnancy and

continue visitation until the child’s second birthday. Nurses provide support, education and counseling on health, behavioral and self-sufficiency issues.

The \$150,000 grant awarded by the Highmark Foundation will cover a two year period and will enable the program to expand to serve 115 families in Dauphin and Franklin counties.

*For Donald B. and Dorothy L. Stabler,
philanthropy was a way of life.*



Honesty, Integrity & Ethical Behavior

For Donald B. and Dorothy L. Stabler, philanthropy was a way of life. Throughout their lives, a strong work ethic and sound investment strategies allowed the Stablers to contribute generously and quietly to charities that served the less fortunate.

The year 1955 marked tragedy for Stabler and his wife Dorothy when their teenage daughter was hit by a drunk driver and received a severe head injury. Following this, they launched the Dorothy L. and Donald B. Stabler Foundation, which has been able to support hundreds of organizations in the central and eastern Pennsylvania areas that fall within the principles outlined by Mr. and Mrs. Stabler.

PinnacleHealth is a recipient of the Stablers' generosity. In order to help us create a new and enhanced emergency department, the Stabler Foundation offered us a challenge. If we raised \$5 million, the Foundation would match it. We use caution when calculating our totals before we talked with the Foundation to ensure that we were being honest. With the Stablers' gift our total reached \$10.6 million by 2010 toward a goal of \$12 million.

This new initiative provides a free GRACO Pack 'n Play crib and educational materials for families as part of a national Cribs for Kids program.



Treatment of All with Respect

In early 2010, PinnacleHealth's Nurse-Family Partnership launched its participation in a national infant safe sleep initiative to promote safe sleep practices in the Capital Region. This new initiative provides a free GRACO Pack 'n Play crib and educational materials for families as part of a national Cribs for Kids program.

While visiting client-mothers and infants in their home, PinnacleHealth Nurse-Family Partnership nurses identified a significant need for safe sleep education and practice within low-income families in Dauphin and Franklin counties. The families were unable to purchase safe infant cribs.

Several community partners have supported this program. It was launched and further supported by generous gifts from PNC. The program also received gifts from the Ronald McDonald House Charities and PinnacleHealth Foundation's Cleve J. Fredricksen Memorial Endowment Earnings Fund. Any family who is in need of this education and crib will be able to receive one because our community partners have chosen to treat all of these families with respect, courtesy and dignity.

Instead of donating money for needed goods and services, the goods and services themselves are donated.



Good Stewardship of Resources

Many corporations choose to provide in-kind financial support. Instead of donating money for needed goods and services, the goods and services themselves are donated. NRG Energy and McClure Company have both provided generous in-kind gifts to PinnacleHealth.

NRG Energy Center Harrisburg generates and distributes steam for use in space heating, domestic hot water heating, humidification and industrial processes. When PinnacleHealth began construction on the new Emergency Department, a major steam line needed to be moved. The steam line was owned by NRG. In order to expedite the process NRG relocated the line and donated the cost of the service.

McClure Company, located in Harrisburg, is a mechanical contracting, engineering, and service organization. The new Emergency Department is just one of McClure Company's projects at PinnacleHealth. As with any project, numerous changes were necessary, and McClure Company was able to donate the service time to PinnacleHealth.

The PinnacleHealth Foundation appreciates these relationships and the generosity from its corporate partners. These gifts enabled both PinnacleHealth and our partners to be good stewards of our resources.

*Today, PinnacleHealth offers free
bone density screening.*



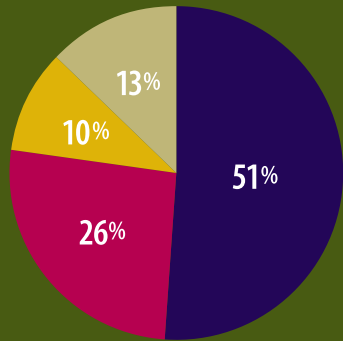
Donor-Focused Philanthropy

Frail and broken bones are more common than you may think. Nearly 10 million Americans have osteoporosis, and 34 million more have low bone mass. When Donna Miller's Aunt Ruth died of the effects osteoporosis in the early 1990's, Donna decided to create a fund in her memory so that women without insurance in Perry County would have access to bone density screening. Donna organized annual fun-runs to raise money for the fund. The fund grew steadily over the years.

Today, PinnacleHealth offers free bone density screening. So regardless of a woman's ability to pay, every woman has access to this important health screening. Donna is retiring and moving out of the Harrisburg area. She knows that bone density screenings are now free and wants to be sure that the money in this fund continues to support women's health. She has requested that the money in this fund be transferred to an organization that provides osteoporosis education so that Aunt Ruth's legacy continues. PinnacleHealth is glad to make this change so that Donna's gift can continue to serve people who need it.

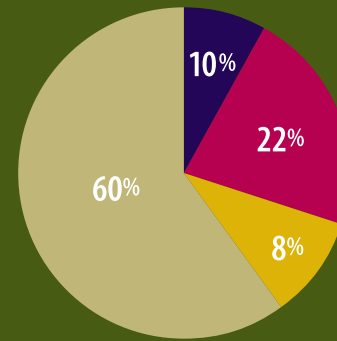
Funds Received by Entity

FY 2009 (July 08 – June 09)



Foundations	\$5,901,791
Corporations.....	\$3,035,985
Individuals	\$1,206,364
Government & Community Organizations	\$1,466,163

FY 2010 (July 09 – June 2010)



Foundations	\$460,664
Corporations.....	\$977,762
Individuals	\$358,617
Government & Community Organizations	\$2,691,009



Financial Update



In fiscal years 2009 and 2010 respectively, PinnacleHealth Foundation received gifts and pledges totaling \$10.57 million and \$4.7 million. The Foundation distributed more than \$2.58 million in 2009 and \$2.88 million in 2010 to support PinnacleHealth charity care programs and services, medical facilities, state-of-the-art technology and equipment, and medical and patient education.

When you give to PinnacleHealth Foundation, 100% of your gift supports the project that you choose. No donations are used to offset the Foundation's administrative expenses.

*Thank you for your generosity of time and money over the past two years.
Please click here to view a list of donors in fiscal years 2009 and 2010.*

Thank You

A special thank you to our dedicated Board of Directors:

- ◆ H. Edward Black
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