We Moved!

The RCRH Foundation office has moved to the new Regional Health Center. The new building is located just south of our former building.

OUR MAILING ADDRESS REMAINS THE SAME:
PO Box 6000, Rapid City SD 57709.

THE PHYSICAL ADDRESS OF THE BUILDING IS:
2925 Regional Way, Rapid City SD 57701.

OUR PHONE NUMBERS ALSO CHANGED:
Angie Kliewer, CFRE
Director
(605) 755-9194
akliewer@regionalhealth.com

Becky Oliver
Data Specialist
(605) 755-9191
roliver1@regionalhealth.com

Shawn Powers
Projects Coordinator
(605) 755-9193
spowers5@regionalhealth.com

Betty Quasney
Projects Coordinator
(605) 755-9192
bquasney@regionalhealth.com

We invite you to stop by the Foundation office, view our new location, shop in our logo store and have a cup of coffee.
Best wishes to you and your family for a healthy and happy New Year.

Timothy H. Sughrue, FACHE
Chief Executive Officer
Rapid City Regional Hospital
Chief Operating Officer
Regional Health
Chief Executive Officer
Regional Health Network

Robert Mudge
Chairman, RCRH Foundation

BOARD OF DIRECTORS
Terms Expire 6-30-13
Allan DeWald, MD • Richard Haeder
Rebecca Porter • Susan Henney
Terms Expire 6-30-14
Rob Mudge – Chair
Lia Green – Vice Chair
Tom Naasz
Kevin Eggebretaen
Terms Expire 6-30-15
Pat Burchill • Linden Evans
Hani Shafai • Stephen Calhoon, MD

PERMANENT EX-OFFICIO
VOTING MEMBERS
Bev Paschke
RCRH Auxiliary President
Pat Burchill
RCRH Advisory Council Chairman
Sharon Lee
RCRH Trustee
Lia Green
Regional Health Trustee
Timothy H. Sughrue
RCRH-CEO. Regional Health-COO
Charles Hart, MD
Regional Health-President, CEO
Steven Frost, MD
RCRH-Past Chief of Medical Staff

FOUNDATION STAFF:
Director - Angie Kliewer
Project Coordinator – Betty Quasney
Project Coordinator – Shawn Powers
Data Specialist – Becky Oliver

Our sincere appreciation to those who made a donation to our “community hospital” this past year. We received gifts for Hospice Services, Children’s Miracle Network, John T. Vucurevich Cancer Care Institute, and many other hospital departments and services. Gifts originated from a variety of sources including: memorials, special fundraisers like the Great Black Hills Duck Race, Grape Time, our Premier Wine Gala, the Summit League memberships, cash, stock and pledges.

Your generosity in 2012 assisted funding programs and medical equipment and projects that would not have been possible without your financial support. Philanthropic support will become even more important in the future, as we begin to look toward new projects and services – including Robotic Surgery with the daVinci System®. Using the most advanced technology available today, this system will allow specially trained physicians to perform surgeries that were not previously available at your community hospital.

On behalf of the Foundation Board, the Hospital Board of Directors, Medical Staff and our employees, we extend our deepest gratitude for your gifts throughout the year.
Angie Kliwer, CFRE
Director
RCRH Foundation

THE Gifts You Give

Your donations to make a difference to our patients and their families. As the Director of the Foundation, I am privileged to be involved in the decision to spend your donations on specialized medical equipment, programs and scholarships. I want you to know that we are forever grateful for your generosity. One hundred percent of your donation goes to the selected charitable fund here at Rapid City Regional Hospital. Because administration of the hospital strongly believes in the mission of the Foundation, they charge the expenses of operating the Foundation to the general budget. It is with great respect for your generosity that we are able to allow the total of your donation to benefit the programs caring for our patients. It is my hope that as you page through the winter publication of our Philanthropy Report, that you consider contributing to one of our funds. Perhaps you will attend one of our special events or volunteer for an event or program. Or if this is the right time, include us in your planned gifts such as a will or charitable gift annuity. In any event, I hope to meet each of you and thank you for your gifts—they are changing lives.

Support Charity Care

THE SUMMIT LEAGUE | JANUARY 1 – DECEMBER 31, 2013

One way you can actively support your tax exempt community hospital is by joining the Summit League. The Summit League is a dedicated group of Rapid City Regional Hospital friends working together to ensure quality health care for our community.

One half of your annual $300 donation may be tax deductible under current IRS regulations, and it will help us continue to maintain the high level of care our patients have come to expect.

We have developed a list of membership benefits as a small token of our appreciation for your generosity.

Please complete the attached membership application form and return with your check today. If you have questions about the Summit League, please call Angie Kliwer, Foundation Director at (605) 755-9194.

Thank you for your continued support of Rapid City Regional Hospital, your community owned and operated hospital.

**Summit League Membership Application:**

- **NAME(S)________________________**
- **ADDRESS________________________**
- **CITY________________ STATE_____ ZIP______**
- **PHONE________________ EMAIL________________**
- **$300 ENCLOSED____ CHECK OR CREDIT CARD: VISA, MC, DISCOVER**
- **CARD #________________ EXP. DATE ____________**

I hereby authorize Rapid City Regional Hospital’s Admissions department to release my name upon admission to the hospital to the Foundation office for the sole purpose of accessing my Summit League membership benefits—Signature: ________________________________

**Levels of Membership:**

**SUMMIT LEAGUE** – $300 donation to the Summit League benefiting Charity Care. $300 single membership, $600 couple membership

**HONORARY SUMMIT LEAGUE MEMBERSHIP** – Individuals with year 2012 gifts of $1,000 or more to other Rapid City Regional Hospital Foundation programs.

**LIFETIME HONORARY SUMMIT LEAGUE MEMBERSHIP** – Individual with lifetime gifts of $100,000 or more to other Rapid City Regional Hospital Foundation programs.

Rapid City Regional Hospital Foundation, PO Box 6000, Rapid City, SD 57709

Angie Kliwer, CFRE
Director
RCRH Foundation

3 • philanthropy report • winter 2012
With the end of the year rapidly approaching, **now** is an ideal time to review important financial matters. Careful planning today can help you balance your personal and philanthropic goals for the remainder of the year and beyond. By carefully planning your charitable gifts - and donating them by December 31 - you may enjoy the satisfaction of giving while increasing your tax refund or reducing any taxes you would otherwise owe next April.

**GIFTS NOW & AT OTHER TIMES IN YOUR LIFE:**

CASH. Many charitable gifts are often made in the form of cash and checks. If you itemize your tax deductions, gifts of cash may eliminate or reduce tax on up to 50 percent of your adjusted gross income (AGI).

SECURITIES. Making gifts of stocks, bonds, and/or mutual funds in the right way can bring extra tax savings. When making these types of gifts, consider what the securities originally cost in relation to what they are worth today.

- A gift through your will. After providing for your loved ones, you as a donor can direct that a specific amount or percentage, a certain property, all or a portion of what remains in your estate, be devoted to a charitable fund at Rapid City Regional Hospital.
- Gifts from retirement plan assets. Earlier we mentioned retirement accounts may be a good choice when deciding to make current gifts to Rapid City Regional Hospital.
- Gifts of Life Insurance are very easy. If you own a life insurance policy that has built up cash value but is no longer needed for its original intended purpose, this can make an excellent gift to a charitable fund at Rapid City Regional Hospital. You may also designate Rapid City Regional Hospital as a beneficiary on your life insurance policies.

This organization is not engaged in rendering legal or tax advisory service. For advice and assistance in specific cases, the services of an attorney or other professional advisor should be obtained. The purpose of this information is to provide accurate and authoritative information of a general character only. Watch for tax revisions. State laws govern wills, trusts and charitable gifts made in a contractual agreement. Advice from legal counsel should be sought when considering these types of gifts.
THE GIFTS WE GIVE?

What motivates a gift to Rapid City Regional Hospital? The reasons for giving are as unique as our donors themselves. Whether honoring a loved one, supporting new construction or investing in innovative care delivery, every donor to Rapid City Regional Hospital contributes to the wellness of our community. And every donation—regardless of size—advances Rapid City Regional Hospital’s mission to provide and support health care excellence in partnership with the communities we serve. Gifts to Rapid City Regional Hospital stay close to home and help save lives right here in the community. Almost anywhere you look at Rapid City Regional Hospital, philanthropy has made a positive and lasting impact – from the purchasing of advanced new medical equipment, to the building of the Rapid City Regional Hospital Auxiliary Hospice House, to providing children’s specialty camp scholarships. If you would like to make a gift to support programs at Rapid City Regional Hospital, please call (605) 755-9190 or visit www.rcrhfoundation.org. Thank you so much for your partnership in the care of our community.

Becky Oliver
Data Specialist
RCRH Foundation
In this season of gift giving and reflecting on a new year, we want to extend our thanks to the Rapid City Regional Hospital Auxiliary for their continued dedication and commitment to patient services at Rapid City Regional Hospital. Through their gift shop sales and fundraising activities the Auxiliary has supported many departments, programs, capital campaigns and the purchase of specialized equipment.

The Auxiliary continues support to Rapid City Regional Hospital, giving over $162,700 in Fiscal Year 2012. These donations increased total giving since 1973 to 2.8 million dollars.

In 2012 gifts included the following diverse groups of departments:
Speech Therapy, Regional Rehabilitation Nursing, Heart Doctors Cardiac Research, Anesthesia, Dietary, 7th Floor Primary Care Unit, Weight Management, Cancer Care, and Daisy awards to recognize outstanding nursing care.

In addition to these areas the Auxiliary provided artwork for the new third floor waiting room and the Sleep Center. They also continued support for the Children’s Miracle Network, newspapers for public waiting areas and numerous ‘comfort items’ throughout the hospital.

Thank you Auxiliary members for your generosity.

---

Our son Jack was born with a genetic disorder called Menkes Kinky Hair Syndrome. He was diagnosed at four months of age and dealt with many challenges throughout his life and always with a smile on his face. In the fall of 2009, he passed away due to complications from the H1N1 virus. He was almost nine years old.

During our stay on the pediatric floor at RCRH we experienced amazing care from many doctors and nurses; however, we felt the family waiting room lacked the comfort needed during some very difficult days. Consequently, we found it an easy decision to share Jack's memorial money to help make renovations.

We are so pleased to be a part of the newly renovated pediatric family waiting room. We were fortunate enough to attend several meetings with staff and builders throughout the planning process. We were ultimately able to choose all the “fun stuff” the room has to offer. We are comforted in knowing that patients, siblings, parents and visitors will all find a place to take a break and relieve their minds during stressful times.

As parents, we are delighted in the fact that the room has a couch that folds into a bed for extra sleeping space. Our son loved aquariums, so in his honor, the room has a virtual aquarium. We also tried to choose a variety of toys for children of different abilities and ages alike. There’s fun kid seating and many, many toys to play with. Seeing the completed room was like Christmas. It brought tears to our eyes and held everything Jack would have loved. It’s an absolute honor to have his picture on the wall titled, “This is the Room that Jack Built”! Of course, with people who cared about this room as much as we did, and with Jack’s inspiration, it was built!

Thank you, The Unkenholz Family
Your donations giving hope

From tough enough to wear pink &
Pink at the rink
Benefiting regional cancer care institute

Paint the Rock Pink

Stock Show Rodeo
2013 Pink Events

TOUGH ENOUGH TO WEAR PINK

CALL (605) 755-9193 TO ORDER YOUR 2013 TOUGH ENOUGH T-SHIRTS www.rcrhfoundation.org

BLACK HILLS STOCK SHOW AND RODEO
JANUARY 25 – FEBRUARY 3

COWGIRL BRUNCH
FEBRUARY 2 – NEW LOCATION – DAHL FINE ARTS CENTER

PINK AT THE RINK
FEBRUARY 22

Shawn Powers
Project Coordinator
RCRH Foundation
(605) 755-9193
spowers5@regionalhealth.com
Just five minutes old, your support of Children’s Miracle Network was there for her before she was born.

Your gifts... helping the smallest patients at Rapid City Regional Hospital.
Funds raised through events like the Great Black Hills Duck Race benefit the smallest patients at Rapid City Regional Hospital. Your donations to Children’s Miracle Network (CMN) help purchase specialized equipment in the Neonatal Intensive Care Unit, Pediatrics and the Pediatric Intensive Care Unit. CMN purchases a wide range of items needed to care for children who are ill or injured. One hundred percent of your donations stay right here to help make medical miracles happen at Rapid City Regional Hospital.

Thank you. These are your gifts…changing little lives.
Rural populations in the upper Midwest (Minnesota, Iowa, Nebraska, North Dakota, South Dakota, Montana and Wyoming) are underserved in health care grant funding. The Leona M. and Harry B. Helmsley Charitable Trust works tirelessly to bring forward new initiatives and fund new programs to fill this void and keep excellent health care accessible to residents of frontier and rural South Dakota.

In 2009, The Helmsley Charitable Trust established the Rural Healthcare Program, based in Sioux Falls, SD, which has given more than $148 million in grants benefiting people in their service area, of that $55,393,000 in South Dakota alone. This program seeks to strengthen critical care facilities such as hospitals to better serve rural communities. The focus of their grants is: to foster incentives for physicians to train and serve in rural areas, to increase the use of technology to supplement rural health care providers and allow for long-distance specialty consultation, and to train rural providers in their rural communities.

The following examples illustrate programs and services that would not have been available to the patients and medical providers in Regional Health’s service areas without the generosity of The Helmsley Charitable Trust.

Simulation South Dakota (SIM-SD): A Partnership for Emergency Patient Care: This South Dakota program was awarded $5,580,725 to utilize patient simulators as the primary mode of instruction for emergency care providers. The grant provided by The Helmsley Charitable Trust funded three mobile units, fully equipped for training, as well as two smaller outreach models. The units are the size of a large semi-trailer truck and have an emergency room training area in the front and an ambulance bay in the back. All five training vehicles include adult, infant and pediatric human patient simulators. This program positively impacts patient care by bringing timely, hands-on, high-tech training to the providers in rural communities across South Dakota. Rapid City Regional has a training team on the road and will own the Sim-SD truck at the end of the grant period.

eICU® Services: In 2012, the Helmsley Charitable Trust awarded $6,642,504 to implement eICU® at Rapid City Regional Hospital and Spearfish Regional Hospital. An eICU® program is a patient monitoring system which allows an additional team of experts to observe and evaluate critically ill patients in multiple Intensive Care Units and hospitals from a single location. It is staffed with intensivists, experienced critical care physicians, and critical
care nurses. Advanced technology assists the eICU® monitoring team to continually scrutinize clinical, physiological, and laboratory data of patients in the monitored Intensive Care Units. The technology has the capacity to detect early changes and trends in a patient's condition, which then alerts the hospital-based team to optimize health care interventions for the patient.

**Digital Mammography:** Rapid City Regional Hospital, Sturgis Regional Hospital, and Queen City Regional Medical Clinic were awarded $1,985,950 to install three new advanced digital mammography machines. In addition to the new machines, the three sites were able to remodel the mammography suites to create a “spa-like” atmosphere that is more inviting and comfortable for patients.

**Mission: Lifeline:** The Helmsley Charitable Trust awarded the American Heart Association a $8.4 million grant to equip all ambulances in South Dakota with a 12-lead electrocardiograph (ECG). Each year, hundreds of thousands of Americans have a type of heart attack known as an ST-elevated myocardial infarction, or STEMI, in which blood flow is completely blocked to a portion of the heart. Unless the blockage is eliminated quickly, the patient's health and life are at serious risk. Mission: Lifeline seeks to save lives by closing the gaps separating STEMI patients from timely access to appropriate treatments. This innovative statewide collaboration works to ensure equipment compatibility; consistent training; and uniform protocols for both transporting and treating heart attack patients across the state of South Dakota. In partnership with the medical community, this collaboration has demonstrated the power to transform patient care for future heart attack victims in our state.

The Helmsley Charitable Trust has also awarded several grants to health care organizations and facilities throughout South Dakota to increase electronic and digital access to health care for citizens of rural areas of the state, cancer screening and care, and training opportunities for health care providers. The Helmsley Charitable Trust is an outstanding philanthropic organization because of a commitment to identifying health care needs and addressing those needs with programs and funding. The programs and services made possible by The Helmsley Charitable Trust have made a significant impact on patient care, access to specialists by patients and providers, and training and resources to medical providers in our region and across the state.

---

**Calendar of Events**

CHECK THE WEBSITE FOR UPDATES ON THESE UPCOMING 2013 EVENTS:

www.rcrhfoundation.org

- **Tough Enough to Wear Pink**
  - **Benefiting:** Regional Cancer Care Institute
  - **January 25 - February 3**

- **Pink Champagne Brunch**
  - **Benefiting:** Regional Cancer Care Institute
  - **February 2**

- **Pink at the Rink**
  - **Benefiting:** Regional Cancer Care Institute
  - **February 22**

- **One Call One Miracle Radiothon**
  - **Benefiting:** Children’s Miracle Network
  - **New Rushmore Radio Stations**
  - **February 28 and March 1**

- **Grape Time – Wine Tasting**
  - **Benefiting – TBA**
  - **June 22**

- **The Great Black Hills Duck Race**
  - **Benefiting:** Children’s Miracle Network
  - **July 28**
Financing Your Gift
Forever Through Endowment

For a number of years now, Mr. and Mrs. Doe have donated $2,000 annually to Rapid City Regional Hospital. We depend on the Doe's generosity and others like them who give so consistently. Without them, we could not exist. We take our responsibility seriously to use all contributed funds wisely.

Mr. and Mrs. Doe understand that annual gifts are as important to us as they are to those who make them. They recognize the impact if such gifts were to lapse. So they did something about it. In their wills, they have arranged for part of the estate to be given to Rapid City Regional Hospital as an endowment. When the Doe's bequest is added to our existing endowment(s), the result will be that their current annual gift continues in perpetuity.

This is how it works:

Our endowment fund(s) preserve the capital because we don't spend the amount placed in it, but instead apply a portion of the yearly earnings to our mission. Any extra earnings or unspent earnings remain and grow the endowment.

We encourage bequests to Rapid City Regional Hospital through our Foundation. You may also put your name (or family name) on your fund or the name of someone you wish to honor.

Another option is creating an endowment by making current gifts during your life and adding to the fund by bequest. To learn more about financing your gift forever, contact Angie Kliewer, Foundation Director at (605) -755-9194 or have this discussion with your financial planner or attorney.
Your Gifts

Thank you for making donations to our hospital. Your gifts touch the lives of so many families, some you might know, many you will not, but they are thankful for your generosity.

Rapid City Regional Hospital Foundation, PO Box 6000, Rapid City, SD 57709
www.rcrhfoundation.org

Thank You!

100% of your gifts to Rapid City Regional Hospital are dedicated to helping heal your family members, friends, neighbors and fellow citizens.
YOUR GIFT...

Changing Lives