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Hospital meets internal giving goal

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Employees raise \$70,000 for nonprofit health care center

Staff report

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Major Health Partners employees dug deeply into their pockets and helped Major Hospital Foundation meet its 2010 fundraising goal of \$75,000. The ambitious goal was even exceeded by just \$70.

Campaign chairman James Neal, who works in the engineering department for MHP, said he was thrilled with the response by employees.

"I'm so proud of my co-workers and of Major Health Partners," he said. "We're dedicated to serving the community, and giving this amount of money to support the hospital's work is yet another example of that dedication to service."

For the past four years, the internal campaign has been called Major Quality Cares, which is a spin on an old Major Hospital tagline, "Quality Care from Quality People." This year, however, the committee elected to call the campaign "Major Thanks for Giving," partly because the campaign runs during the month of November, encompassing the Thanksgiving holiday, but even more in gratitude for the total given in 2009, more than \$70,800.

"We were blown away by the generosity shown last year, and we wanted to make sure that our constituents know how much we appreciate all that they do. The name 'Major Thanks for Giving' seemed to do that," said Michael Vierling, who served as campaign chairman in 2009.

Dr. Carrie Pumphrey, president of Major Hospital Foundation board of directors, said Major Thanks for Giving is an internal campaign. All of the Major Health Partners' employees, including physicians, staff members, those serving on the hospital and foundation boards of directors and even volunteers are asked to contribute, and the generosity they show is no surprise to her.

"People who work in health care are natural nurturers," she said. "If they see a way to help, they'll do it, and I've never seen a group who gives as freely and happily as our folks at Major Health Partners. I am so thankful for the opportunity to work with them."

Pumphrey also stressed that contributions from the public, what she calls "external stakeholders," are also very important.

"Most people are surprised to learn that income from services rendered to patients does not cover expenses. This is true at all nonprofit hospitals. I hope that the community at large will look to our internal campaign as a good example and consider making a gift to the foundation themselves. We're building a core group of faithful donors, and we must continue to grow that list."

Major Health Partners has been recognized two years in a row as a Thomson-Reuters Top 100 Hospital in America. It receives top ratings in patient satisfaction on a regular basis, and is recognized in central Indiana



James Neal, chairman of the internal fundraising campaign at Major Health Partners, exchanges a Major Foundation lapel pin for donors who made a campaign pledge with Cari Ivie, a fellow Major Health Partners employee. Submitted photo

as a provider of progressive treatment, featuring state-of-the-art technology and world class care.

Jack Horner, president and CEO of Major Health Partners encouraged the public to support the hospital

"The current economic environment is making it challenging for us to continue to grow and maintain the level of service that we provide. Going forward, outside assistance in the form of charitable gifts is going to play a large role in our ability to serve the community well. I would encourage people to take a look at the Major Hospital Foundation as a good investment for their charitable dollars if they see quality health care as a priority for the community," he said.

Horner and Pumphrey both praised the generosity of donors to the campaign.

"The more I learn about Major Health Partners, the more impressed I am," Pumphrey said. "This is a terrific organization with a wonderfully generous group of staff, clinicians and volunteers. They really care about our community, and we should all be proud to have them here in Shelby County."

Other 2010 committee members included Denell Clark, emergency department; Lisa Harney, lab; Becca Lawson, environmental services; Connie McGraw, Major OB-GYN; Ruthie Schoentrup, Major Sports Medicine; Adam Snyder, registration; Shelley Snyder, emergency; and Michael Vierling, accounting.

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