



MISSION
HEALTHCARE FOUNDATION

Inspiration

For supporters of Mission Healthcare Foundation

missionfoundation.org

2009 Financials on page 6

Mission Cancer Center Quick Facts

Programs and Services

- Radiation Oncology
- CyberKnife® Radiosurgery
- Kay Finger Breast Program
- Zeis Children's Cancer Center
- Infusion Services
- Survivorship Program
- Multi-Disciplinary Clinics (Patients meet with multiple medical/surgical specialists and nurse navigators in one appointment to define the best treatment options and initiate treatment plan.)

Design and Construction Specifications

- 120,000 square feet with five floors including lower level
- Attached 350-space parking deck with easy access to all floors
- Mission's first LEED-certified building, an internationally recognized green-building certification
- Healing, spa-like environment with multiple garden areas, native plants and reflection pool at the front entrance
- On-site cafe with healthy food choices

Cancer Care Close to Home

Mission to Build a Major Cancer Center for Western North Carolina

For people in Western North Carolina who are diagnosed with cancer, Mission Hospital is here to provide hope, support and encouragement, as well as access to some of the most innovative and effective cancer services. By 2012, a 120,000-square-foot cancer center will open on the Mission campus in Asheville. The new center will house all of Mission's outpatient cancer services in a centralized and convenient location, provide space to expand and enhance clinical programs, and create an environment of comfort, care and healing.

"You're suddenly dropped by parachute into a foreign country — without knowledge of the language, without friends or money, and with no control over what might happen..."

— Anonymous cancer survivor, describing what a cancer diagnosis feels like

Building the Mission Cancer Center is expected to cost \$59 million. Mission Hospital has asked the Mission Healthcare Foundation to raise \$15 million of the project cost. Foundation Trustees have acted quickly to recruit a passionate and dedicated campaign chairman, Peter Fontaine. Peter is an active community leader and generous philanthropist. A five-year cancer survivor himself, Peter understands how dramatically the new center will benefit our community.

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Architectural rendering of the new cancer center





Campaign Cabinet Members

Peter Fontaine, Chair

Marilyn Patton, Honorary Chair

Kay Finger

Dr. Bob Moffatt

Helen Powers

Robby Russell

Wilma Sherrill

Candy Shivers

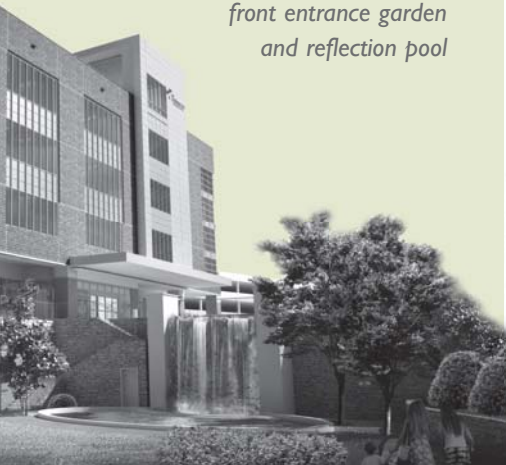
Bonnie Spradling

Glenn Wilcox

Steve and Frosene Zeis

To learn more about the Mission Cancer Center and Capital Campaign, please visit our website, missionfoundation.org, and click on the “Cancer Center Capital Campaign” button on the left. There you will find renderings of the new center, a virtual tour, animated construction timeline and much more.

Architectural rendering of the front entrance garden and reflection pool



Cancer Care Close to Home – *continued*

“This project is very ‘near and dear’ to my heart, not only because I am a cancer survivor, but because I have lost two siblings to melanoma,” says Peter. “You pick up the torch for a cause that becomes important to you either through joy or pain and suffering. Before I relocated to this area from Florida, I had great times enjoying the natural beauty here; I’ve always associated this area with rejuvenation and recharging my batteries. I had no idea what I’d need to heal from later in my life as a resident here.”

Since he and his family relocated to Western North Carolina, Peter has been continually impressed with the high caliber of compassionate care at the hospital.

“We became familiar with Mission when our four kids were small because of the usual childhood accidents,” Peter recalls. “Even after repeat visits, we continued to marvel at how phenomenal the specialists, nurses and staff were. Mission is such a valuable resource in this area. And soon, with a world-class cancer center right here, it will attract even more of the best and the brightest, and its care will be greatly augmented by its new relationship with Lineberger.”




Peter and his wife Debra with their children (left to right) Jared, Eric, Elizabeth, and Justin

Mission’s recent affiliation with the University of North Carolina’s Lineberger Comprehensive Cancer Center and the new North Carolina Cancer Hospital in Chapel Hill also enhances cancer services for our region. The partnership will bring expanded access to cancer research, clinical trials, telemedicine capabilities, patient navigator programs and survivorship programs, including a Lance Armstrong LIVESTRONG support center, one of only eight in the nation.

“Cancer afflicts people of all ages, and we want to provide them with care that incorporates cutting-edge research close to home,” says Dale Fell, MD, Chief Medical Officer of Mission Hospital. “Our relationship with UNC Lineberger allows us to do that.”

“Western North Carolina is very fortunate to have nationally known pediatric and adolescent cancer specialists providing exceptional care at Mission based on national treatment protocols, along with our adult cancer specialists,” says Karen Grogan, RN, Administrative Director of Cancer Services at Mission. “The new Mission Cancer Center will have space designed specifically to meet the unique needs of the different age groups, from pediatrics to geriatrics.”

To the Campaign Cabinet, the Foundation Trustees, the Hospital Board of Directors and anyone in our region who has been touched by cancer, Foundation Chairman Chris Young makes this heartfelt request: “This is one project that in some way touches almost all of us. The people of Western North Carolina need and deserve a comprehensive cancer center for loved ones and themselves. This is our united opportunity to make it happen. So be bold and be generous in making your pledges to this campaign. Every dollar is important and needed—because our region needs this center so very much.” 

Mission's *Kids Against Hunger* Chapter Helps Haiti

The Mission Children's Hospital chapter of *Kids Against Hunger*—a highly respected international anti-hunger organization—is celebrating its first anniversary this year. Local youth volunteers and adult civic groups help the hungry by packaging dry meals at the Reuter Children's Outpatient Center twice a month. Amazingly, the result of an average packaging session is 5,000 ready-to-eat meals that require only water to prepare.

In 2009, volunteers packaged a total of 85,000 meals that were distributed both locally and abroad. Samaritan's Purse ships the pallets of food overseas (which saves on shipping costs), and MANNA Food Bank manages the local food distribution.

The recent devastation caused by Haiti's 7.0 magnitude earthquake and its aftershocks has left many without any sources of food and water. Most of us cannot imagine going through such a life-altering experience, let alone going weeks without food. In response, the Mission Children's Hospital *Kids Against Hunger* chapter is coordinating additional meal-packing sessions and donating all its packed meals to Haiti. Our goal is to pack 150,000 meals during the next few months.

Bill and Cathy Early are chairs of the Mission Children's Hospital chapter. After relocating to Asheville from Detroit in 2007, they were excited when Mission Healthcare Foundation President Bruce Thorsen approached them about spearheading the new *Kids Against Hunger* initiative.

"It's so important to ingrain in kids the spirit of volunteerism and the gratitude that often accompanies it," says Cathy. "As a regular part of our packing sessions, kids take a break and see an educational video about world hunger that was produced by the *Kids Against Hunger* national office. Then they tour the children's outpatient center, which exposes them to future career options in the medical field."

Cathy's hope to cultivate a spirit of giving and thankfulness among children is realized in the words of recent volunteer Collin Chandler, age 11: "I got the feeling that I helped children who needed to get fed."

Cathy believes that hunger is a cause that resonates with everyone, which is what makes *Kids Against Hunger* such a compelling program. Plumdog Financial, the mortgage lending company she owns with her husband, donates a certain percentage of every loan transaction they complete to *Kids Against Hunger*—and other local companies are more than welcome to borrow their idea!

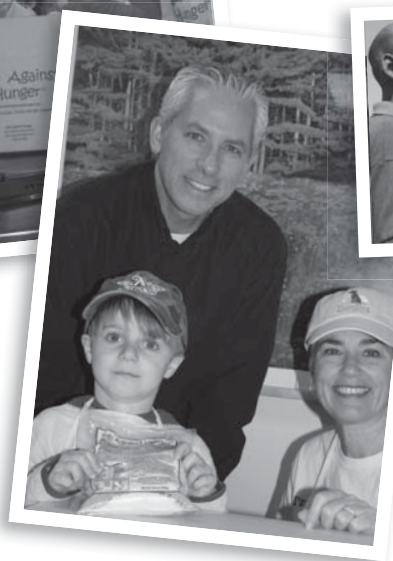
Because our efforts are now focused on Haiti, we greatly need contributions to help cover the cost of the additional food—approximately \$40,000. Each meal we pack costs just \$0.25, so a \$25 contribution will provide 100 meals. Every dollar helps put food in the mouths of these hungry children and families. If you would like to help with a donation, or if your youth group or civic/workplace group wants to help by packing food, please visit us online at missionfoundation.org/hunger. *This is a great program where local people are making a significant impact on Haiti's recovery. Thank you for any help you can give.* ♣



Left: Students from North Asheville Christian School during February 20 volunteer packing session.

Center: Cathy and Bill Early with Maverick Kennedy at volunteer packing session on February 20.

Right: Navy distributing Kids Against Hunger food packs to Haitian children.



Navy food distribution photos courtesy of Kids Against Hunger, www.kidsagainsthunger.org

Radiothon Raises \$101,505!


Radiothon Support Will Make a Difference in the Lives of Sick Children

The generosity of Western North Carolina residents was certainly evident during the Friends for Life Radiothon hosted by 99.9 Kiss Country to benefit Mission Children's Hospital on February 19 and 20.

Popular radio personalities Eddie Foxx and Sharon Green appealed to Kiss Country listeners during a 30-hour live broadcast from Asheville Mall. Joining Eddie and Sharon were over 16 families who went on air to share their personal stories about how Mission Children's Hospital made a difference in their lives—in many cases, a lifesaving difference.

"Lots of smiles and tears were shed at the Radiothon," says Susan Mims, MD, Mission Children's Hospital Medical Director. "We care for some amazing children and grow very close to their parents. The Radiothon is like a family reunion that we share over the airwaves with Kiss Country listeners."

In addition to bringing friends together, the Radiothon serves a very serious purpose: to help raise much-needed funding and community awareness.

"We can't thank Kiss Country enough for giving us this opportunity," says Heather Lee, Mission Healthcare Foundation Board Trustee and Chair of the Radiothon Committee. "Being able to share with listeners personal stories of hope and healing—as well as the breadth of programs, services and pediatric specialists available—brings a greater understanding of children's healthcare needs and the important role Mission Children's Hospital plays in ensuring that area children have the kind of excellent care they need and deserve." 



Please join us in thanking and supporting our Friends for Life Radiothon Partners and Sponsors



Left: Eddie and Sharon with Jennifer Garrett and her daughters Shayla and Savannah



Right: Heather Lee with her son Andrew enjoying the festivities during the radiothon

Invest in Mission – It’s Been Here for 125 Years!

Would you be interested in making an investment that:

- Is **secure** (guaranteed by Mission Healthcare Foundation and Mission Hospital)?
- Is **stable** (with a guaranteed, fixed payment to you for your lifetime)?
- **Pays you** 3% to 6% more than a CD?
- **Fulfills** your charitable interests?

Well, you can!

If you are 65 or older, you should know that a gift annuity with Mission Healthcare Foundation can and will do all of these things.

Gift Annuity Rates

Age	Rate*
65	5.3%
70	5.7%
75	6.3%
80	7.1%
85	8.1%
90+	9.5%

*Current rates are based on a single-life annuity.

At age 80, in addition to the basic rate of 7.1% paid to you each year, you receive income tax savings on the gift portion of the annuity, and the tax-free payout you receive each year brings the effective rate to 9–10%!

Have questions? Let us help you! Call Melody Dunlop or Dan Gilbert at Mission Healthcare Foundation at 828-213-1020 for a no-obligation discussion or to get rates for a two-life gift annuity.

Inspirational Donor: Roberta Rice, MD, FACS

On her 92nd birthday, Roberta Rice decided to give herself a birthday present. She called Mission Healthcare Foundation and said, “I want to establish a gift annuity with you folks.” It turned out to be a very good birthday present to herself. Based on Dr. Rice’s age, she is now receiving 9.5% annually from this annuity. And she accomplished it all in less than an hour at the Foundation offices.

Now in retirement, Dr. Rice recalls a life marked by early interest in medicine, providential occurrences and the practice of surgery in Korea. During World War II, Dr. Rice completed her surgical residency at the Mayo Clinic, and in 1956, she began 22 years of service in Korea as a surgical missionary.

Perhaps Dr. Rice’s greatest accomplishments in that country are exemplified by the work of the Korean physicians and surgeons whom she guided through their residencies. Many have assumed leadership positions around the world. Some of her residents have given leadership to the Korean Surgical Society. Others are members of the American College of Surgeons, having come to this country for further specialization. Still another became an accomplished renal transplant surgeon who went on to head the Asian Society of Transplant Surgeons.

When Dr. Rice returned to the United States, she contributed to the development of the surgical department at Marshall University Medical School in West Virginia. The new school, affiliated with the Veterans Administration, trained physicians for work in Appalachia. After retirement from the academic and surgical staff in 1986, she consulted in hospice work. A move in 1992 brought her to Asheville and a Methodist retirement community for missionaries and deaconesses. She still maintains medical contacts through the county medical society emeritus group.

Dr. Rice believes that physicians today have a different set of challenges to surmount, illustrating her point with the following story. “When I was in the operating room with Dr. Chuck Mayo (son of Mayo Clinic founder Dr. Charles Mayo), a visiting doctor asked him, ‘Are you a better surgeon than your father was?’ He thought for a moment, and then said, ‘Yes, I’m a much better surgeon. I have better equipment, better training. Things are a lot better now than when he started.’”

“That’s what I say to surgeons today,” she continues. “With this new world of laparoscopic surgery, they have better equipment, better anesthesia and better antibiotics. They have the whole care of the ICU system. Patients are getting much better care today as far as the new techniques are concerned. But I think surgeons are frustrated when they can’t do what they feel the patient needs.”

Dr. Rice remains, from her youth, an accomplished pipe organist and is a volunteer for Mission Hospital. Her interest in life is keen, and she is still involved in helping others.



For more information about charitable gift annuities and current rates, please contact Dan Gilbert or Melody Dunlop at Mission Healthcare Foundation at 828-213-1020.

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How Mission Healthcare Foundation, Inc., Protects Your Privacy

Mission Healthcare Foundation, Inc., respects the confidentiality of the personal information you provide. We may use certain information (name, address, contact numbers, dates of service, insurance status, age or gender) to contact you in the future to raise money for Mission Healthcare Foundation, Inc. The money raised will be used to expand and improve the services and programs Mission Health System provides to you and the community. The only time Mission Healthcare Foundation, Inc., would disclose this information to a third party would be if we were required to by law or court order.

Opt-Out Clause

Please write to us if you wish to have your name removed from the list to receive fundraising requests supporting Mission Healthcare Foundation, Inc., in the future.

Send a complimentary issue of *Inspiration*
 Call 828-213-1020 or 888-382-5511.

Mission Healthcare Foundation
 980 Hendersonville Rd, Suite C, Asheville, NC 28803
 missionfoundation.org

Financial Recap of Fiscal Year 2009:

In FY 09, new gifts, grants and pledges to Mission Healthcare Foundation totaled over \$6.6 million, which includes both unrestricted and restricted funds.

The Trustees of the Foundation administered these funds and, during the course of the year, transferred over \$6.4 million to a wide variety of Mission Hospital programs and projects. The listing at right shows the significance of philanthropy to the many diverse services offered to Western North Carolina residents through Mission.

Trauma Services	\$1,357,594
Capital Projects	\$1,048,716
Women's Services	\$905,527
Children's Services	\$791,596
Other Services	\$769,062
Education for Staff	\$578,377
Cancer Services	\$269,880
Diabetes Services	\$206,447
Information Technology	\$171,780
Community Impact Programs	\$161,441
Employee Assistance Programs	\$101,635
Senior Services	\$87,582
Heart Services	\$8,899
Total Philanthropic Support to Hospitals	\$6,458,536

Statements of Financial Position

September 30, 2009 and 2008

Assets	2009	2008
Cash and equivalents	\$ 410,344	\$ 911,547
Pledges receivable, net	963,385	1,581,885
Other receivables	769,858	879,658
Investments	13,158,031	12,439,119
Assets held in charitable remainder trusts	944,545	1,028,984
Other assets	376,477	380,663
Total assets	\$ 16,622,640	\$ 17,221,856
Liabilities and Net Assets		
Accounts payable	\$ 165,295	\$ 163,573
Accrued expenses	137,116	278,147
Due to affiliates, net	653,497	789,944
Liability under split-interest agreements	614,615	541,438
Total liabilities	1,570,523	1,773,102
Net assets:		
Unrestricted net assets	4,689,002	5,524,269
Temporarily restricted net assets	7,123,713	7,162,746
Permanently restricted net assets	3,239,402	2,761,739
Total net assets	15,052,117	15,448,754
Total liabilities and net assets	\$ 16,622,640	\$ 17,221,856

Statements of Activities

For the Years Ended September 30, 2009 and 2008

Revenues, Gains and Other Support	2009	2008
Contributions	\$6,010,152	\$8,777,224
Contributions from Mission Health, Inc.	1,575,000*	1,600,000*
Change in split-interest agreements	(176,608)	28,784
Net investment income	475,065	(2,154,888)
Total revenues, gains and other support	7,883,609	8,251,120
Expenses and Losses		
Program	6,458,536**	7,898,977**
General and administrative expenses	818,590	840,504
Fundraising	1,003,120	996,643
Total expenses and losses	8,280,246	9,736,124
Change in net assets	(396,637)	(1,485,004)
Net assets, beginning of year	15,448,754	16,933,758
Net assets, end of year	\$ 15,052,117	\$ 15,448,754

*The majority of the Foundation's operating expenses are underwritten by Mission Health, Inc.

**Program expense represents the funds contributed to Mission Health, Inc., and other non-profits as grants from the Foundation.

The audited financial statements of the Mission Healthcare Foundation are available for review at the Foundation office, 980 Hendersonville Rd, Asheville, NC.