



2020
**Impact
Report**

Greetings

Letter from our Chief Executive Officer

Wow! It has been quite a year. We started 2020 full of optimism and hope, only to find our lives turned upside down by COVID-19. But, as I look back now that we can see the light at the end of the tunnel, it's not the challenges we faced that stand out to me—it's the amazing strength and resolve of our community as we fought to overcome those challenges together. We watched our doctors and nurses, exhausted and overwhelmed, treat those suffering from the pandemic while still showing up every day to make sure our most vulnerable babies in the NICU and elderly facing end of life had the essential care they needed. We saw people out of work with businesses shuttered, still giving support, volunteering, or just taking time to lift up those more in need than themselves. It was truly amazing to experience.

The pandemic highlighted where we have inequities and a lack of access to health care. But it also brought about an awareness that those inequities have a ripple effect in our communities that affect not just a few, but all of us. In 2020, we learned we had to be flexible and innovative to reach people in new ways, and we know that is a lesson that will follow us into 2021 and beyond. As we strive to recover, it is essential to concentrate on our health and well-being—and focus on the positive aspects of what we experienced together. We share these moments through our Facebook Live series, helping change the focus from what we lost, to how we move on. Because we've already shown we have the strength to overcome COVID-19, and now we need to build the resilience to start over.

Thank you for helping us help others. We look forward to working with you as we put this pandemic behind us and build a stronger, more united community moving forward.

Tim Black

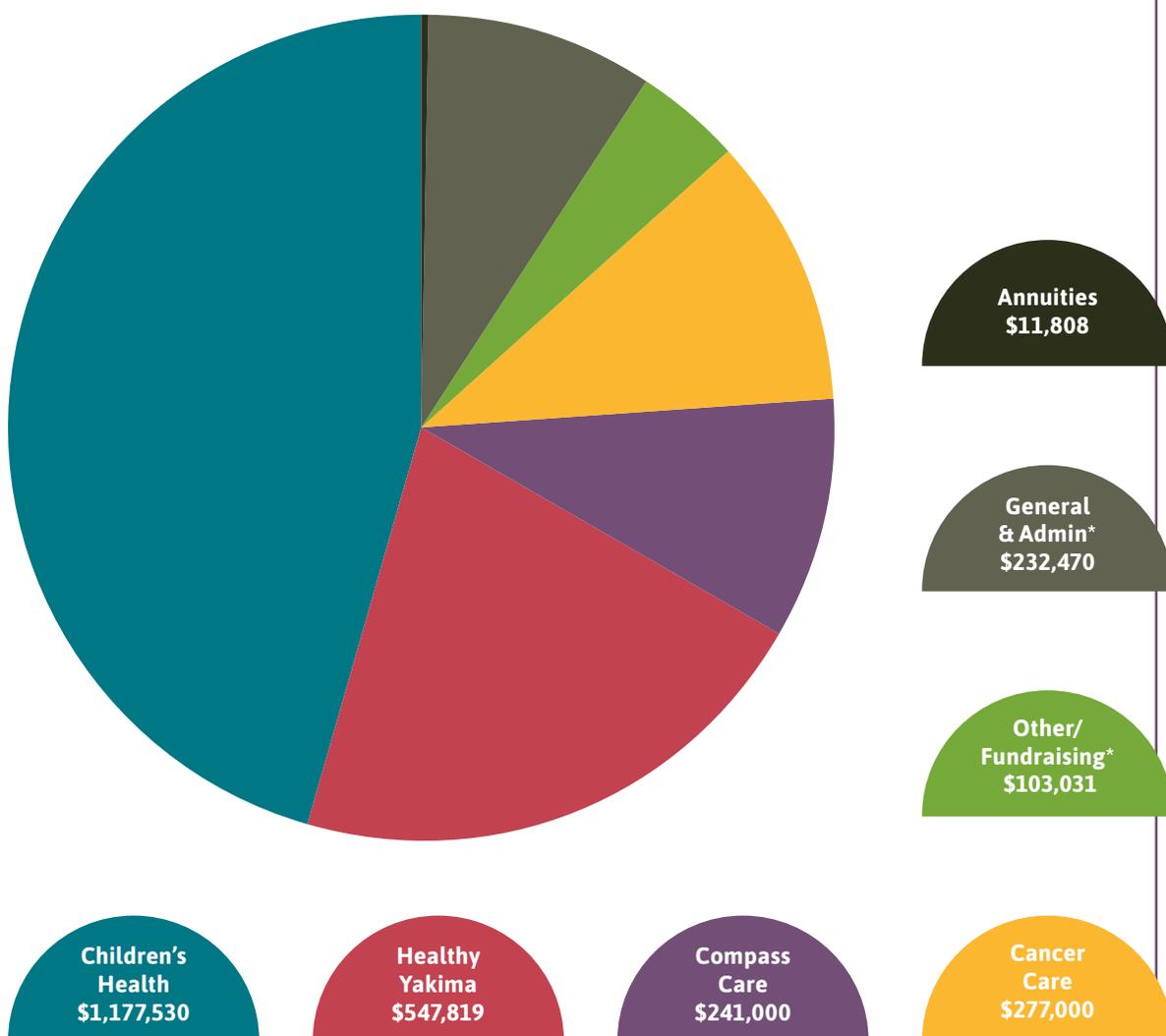


Photo by Clint Mason

2020 Budget / Expenditures

Your 2020 Impact!

THROUGH YOUR GENEROUS SUPPORT, WE ALLOCATED **\$2,590,658** TO PROGRAMS AND SERVICES THROUGHOUT OUR VALLEY LAST YEAR!



*Yakima Valley Memorial paid \$413,512 of additional general and administrative expenses on behalf of the Foundation. These expenses are recorded on the statement of activities (audit).

Children's Health

Supporting children's health is one of The Memorial Foundation's key funding initiatives; whether that's support for children with special health care needs at Children's Village, life-saving care through the NICU Pediatric Unit at Yakima Valley Memorial, or health classes and education through the Foundation's education and outreach services.

Children's Village

PATIENTS SERVED IN 2020: 8,000+

Your Gift in Action

Imagine having thoughts, ideas, or needs to communicate but no way to share them. Children with communication difficulties can often become discouraged, frustrated, or withdrawn. For these children, assisted communication devices can be an essential link to the world around them. These devices take non-verbal cues from children and convert them to words for others to hear.

Most assisted communication devices are costly, and not all devices are suitable for all children. Thanks to your donations, children and their families can try out different devices before purchasing to find the one that best fits their individual needs.

Thanks to donors like you, patients at Children's Village can successfully communicate what's on their minds—a true gift to these children and their families.

Family Birthplace

BABIES BORN AT YAKIMA VALLEY MEMORIAL: 2,500+

For generations, the Family Birthplace has helped families warmly welcome their newest, most delicate members.

Your Gift in Action

In 2019, the British Medical Journal released a study that showed putting babies to sleep in a sleep sack can be a safer alternative than putting babies down with a blanket that could become a suffocation hazard. This is one of several studies looking at sleep sacks and other alternatives to reduce incidents of Sudden Infant Death Syndrome (SIDS). These studies have also shown that babies stay warm and sleep just as soundly in the sleep sacks as in swaddled blankets.



Learn about our CHAMPS Campaign at: ChampsCampaign.org

Thanks to you, the Family Birthplace can model this alternative for safe sleep with in-house sleep sacks. The funding also allows the Family Birthplace to send a sleep sack home with every baby, keeping babies safe and giving families more peace of mind.

NICU

**PATIENTS SERVED IN 2020: NICU - 226
PEDIATRICS - 815 INPATIENT AND
720 OUT-PATIENT**

Your Gift in Action

Infant jaundice usually occurs because a baby's liver isn't mature enough to get rid of bilirubin in the bloodstream. Bilirubin is a yellowish pigment made during the normal breakdown of red blood cells. Because some newborns—often premature babies—can't process the bilirubin, the yellow pigment causes discoloration of their skin and eyes. Excess bilirubin can be a sign of underlying disease or cause severe issues like damage to the brain. Jaundice is extremely common and, in most cases, can be treated with phototherapy (the use of special lights that help reduce bilirubin levels). The NICU was able to purchase new Neolight BiliBeds for newborns thanks to the support of donors in our community. These new beds provide self-checks to ensure maximum therapy is achieved. The end result is babies get to go home sooner, making life easier for both baby and family.



Maternal Health

**NEW REFERRALS TO MATERNAL HEALTH IN 2020: NEARLY
DOUBLED, FROM 537 IN 2019 TO 1,068**

Maternal Health Services provides support to new moms and their families throughout all stages of pregnancy and post-delivery. They include genetics counseling, childbirth education, healthy pregnancy, and parenting classes. Thanks to generous supporters like you, visits are provided at no cost to the families, and by funding these, more families were able to receive the care and support they needed. Thank you for making this possible!

Thank you



**FOR BEING THE PASSION FOR THE
VILLAGE PLATINUM SPONSOR!**

Children's Miracle Network

Our Children's Miracle Network (CMN) partnership with Yakima Valley Memorial ensures funds raised in our community stay in our community to serve local families. In 2020, the partnership with CMN raised \$863,106! We could not have done it without the support of our corporate partners and donors like you!



Your Gift in Action

Lily, age 8, was Yakima Valley Memorial's CMN's Miracle Child for 2020. Lily was born three weeks early and diagnosed with Down syndrome at Yakima Valley Memorial. Lily's mom, Kelly, says her son Riley "Happens to have freckles while Lily happens to have three copies of her 21st chromosome."

"This life that I didn't plan has been such a rewarding experience so far. I am raising a handsome, smart, talented 15-year old who is kind to his very core and wise beyond his years. And I'm also raising a gentle, PERFECT little girl who just happens to have three copies of her 21st chromosome; she loves animals of all kinds, playing outside with her friends, and swinging... 'BY MYSELF MOMMY!'"

Some say Lily is different and I would have to agree... she IS different. But so is everyone else. She just has a diagnosis for it. And I learned THAT from MY Village."

We are so grateful to the Baker family for sharing their vivacious Lily with us! And we're thankful to donors like you who make Children's Village "MY Village" for families like Lily, Riley, and Kelly Baker.



CMN Corporate Partners

- Ace Hardware Retail Support Center
- Ace Hardware Corp.
- Costco Wholesale Corp.
- Credit Unions for Kids: Gesa Credit Union, HAPO Credit Union, Solarity Credit Union
- Panda Express
- Walmart Stores, Inc.
- Dairy Queen Corp.
- Great Clips
- IHOP Restaurants
- Love's Travel Stops
- RE/MAX
- Rite Aid Corp.
- Valvoline Instant Oil Change

CMN Local Partners

- Apple Tree Resort
- Canopy Country RV Center
- Fieldstone Communities
- Harvest Auto
- Les Schwab Tire Centers
- Townsquare Media
- Tree Top, Inc.

YouthWorks

By Tori Espinoza, Youthworks Council Executive Director

YouthWorks offers high school students from around the valley the opportunity to learn about The Memorial Foundation, promote philanthropy, and volunteer. YouthWorks meets monthly, often joined by senior leadership from Yakima Valley Memorial, Children's Village, North Star Lodge, and The Memorial Foundation. This year students partnered with Operation Gratitude to make and deliver care packages for frontline workers and health care heroes, started an Instagram live series to promote health tips to the community, and are fundraising for the Foundation's cancer care initiative. Students recently met with the Yakima Police Department (YPD) to learn about YPD's annual cancer care fundraising for 'Ohana Mammography Center. Other events this year include a food drive at Children's Village, touring North Star Lodge, and supporting the Passion for the Village fundraising event.



Cancer Care

North Star Lodge Pharmacy Fund

INDIVIDUAL PATIENTS SERVED: 141
PRESCRIPTIONS FILLED: 567

In 2020, social workers at North Star Lodge worked tirelessly to match available cancer medication funding sources with patients in need. Without this support, these patients would likely have self-limited or stopped these life-saving medications altogether. This is one of the most mission-critical programs we can deploy, thanks to your support.



North Star Lodge

Your Gift in Action

A 65-year-old patient with graft vs. host disease started an oral medication with an initial copay of \$2,400 and \$661 per month thereafter. She was living on her own with a fixed income of only \$14,000 per year and could not afford high-dollar copays. Suffering from acute GVHD symptoms, she would have had to wait an additional one-to-two weeks to start medication with drugs provided by the manufacturer. Thanks to your donations, the patient was able to start her medication the very next day. She called the North Star nurse in tears, with gratitude that she was able to receive this life-saving help.

Demand for patient emergent funds has been increasing and is expected to continue increasing based on patients with limited resources, higher out-of-pocket expenses, and the lagging impact of unemployment in the Yakima Valley post-COVID. Thank you for your continued support!





Home Health, Palliative Care, and Bereavement Support

PATIENTS SERVED IN 2020 DESPITE IN-PERSON VISITS BEING CURTAILED BY PANDEMIC RESTRICTIONS:

- HOME HEALTH – 1,209
- HOME HOSPICE – 722
- COTTAGE IN THE MEADOW – 424
- PALLIATIVE CARE – 358
- BEREAVEMENT - 647

One of the most rewarding aspects of supporting end-of-life care is families' stories about how their loved ones' final days were filled with peace, love, and joy thanks to your generous support. Visit our YouTube channel to see "Letter to Hospice" and see firsthand the difference your support is making in the lives of families throughout our valley.

Palliative Care Heroes: Memorial's Palliative Care team works with clients who need help managing their condition but are not ready for hospice care. Averaging 27 home visits per week last year, plus countless phone calls and Telehealth visits, this team resolves issues before they become a medical emergency - saving patients time, money, and anxiety. This team is able to do their amazing work thanks to your generous donations to The Memorial Foundation.



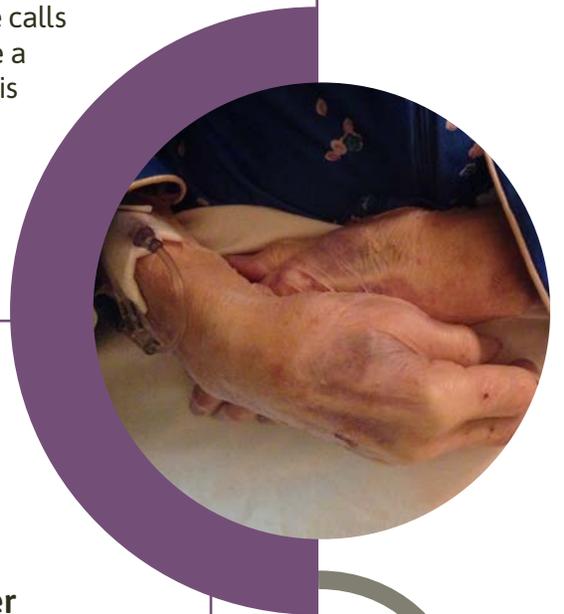
It was an angelic experience. You provided amazing friendship and care to my father and my family. You are now family to us.



Your simple gesture of making her comfortable in her last moments will stay with me and my family for years to come.



Scan this QR code If you would like to hear more from families whose loved ones' final days were filled with peace, love, and joy.



Healthy Yakima

Healthy Yakima is one of our initiatives that strives to improve the overall health and well-being of our community through classes, one-on-one appointments, and more. This outreach includes diabetes education programs, childhood obesity prevention, healthy eating programs, and much more.

In an effort to bring valuable health tips and information right into your home, we introduced a Health Tips series through Facebook Live videos. Featuring Memorial Hospital employees and community members, the series shares a variety of healthy behavior ideas, from healthy cooking, biking for adults, and practicing mindfulness, to family behavioral health support, yoga, and mental wellness through positivity. Thanks to your support, everyone in our community has access to these informative videos and presentations, along with multiple other classes and learning opportunities.

Join us live on Facebook @thememorialfoundation or watch past presentations. If you “Like” our page, you’ll receive a notice for upcoming presentations.

Your Gift in Action

Kylee, age 12, lost her mom three years ago and is now being raised by her grandmother, Michelle. Kylee had been an active girl who loved to swim every day of the summer at the Selah pool. After her life-changing loss, Kylee stopped socializing or doing things outside her home. Depression set in. Then came COVID-19. After talking to their doctor about adopting healthier behaviors, Michelle and Kylee joined the Yakima Valley Memorial’s childhood obesity program, ACT! (Actively Changing Together). Kylee loved the social aspect of the program and the instructor’s exercise challenges. Now, Kylee eats healthier and enjoys running alongside her skateboarding cousin at the Yakima Greenway. Michelle expressed what a huge help the program has been to them and encourages others to give it a try!



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We salute...

William A. Wheeler,

who passed away in December. Bill was our board chairman from 2004-2014, seeing The Memorial Foundation through a huge legacy campaign, multiple capital campaigns, and a sluggish economy. Bill's astute business experience and compassionate leadership made a tremendous impact on our whole community. He is deeply missed.



2701 Tieton Drive
Yakima, WA 98902



Mission Partner

Gesa Credit Union became The Memorial Foundation's first Mission Partner with its gift to support the Foundation's four initiatives: Children's Health, Healthy Yakima, Cancer Care, and Compass Care. With the creation of the partnership, organizations are able to invest in improving and sustaining a healthier and more vital community. Through their support, Gesa Credit Union will directly impact areas of well-being across the entire lifespan, from birth through end-of-life care.