



IMPACT

REPORT 2021



## Your generosity is Changing Lives

Thirty-two years ago, The Memorial Foundation was created by the community with a steadfast dedication to work on behalf of the community. We continue to faithfully honor this mission and the promise we made to Yakima. We are firmly committed to addressing gaps in health care for the entire community and remain devoted to direct patient impact. It's supporters and organizational partners like you that make this happen. You remain passionate, innovative and committed to our patients and families. As I reflect on the last year, it's clear that the people are what makes the Yakima Valley so special. While the last two years have been challenging, you have remained unwavering in your support.

As we continue our work together we can't thank you enough for your support. There is great joy in knowing the difference you are making; you are changing lives and saving lives. What an honor it is to be a small part of the process.

As we head into 2022 we're excited to publicly announce our Children's Health and Medical Program (CHAMP) campaign! So far you have helped raise \$8M towards our \$15M goal! As part of the campaign we plan to expand our existing programs and services to ensure all children have access to the critical health services necessary to give them their best start in life. Medical specialty clinics at Children's Village are projected to grow 52% over the next five years. This expansion will increase access for families across the valley. Memorial Hospital's Family Birthplace is a level III regional perinatal center and is the referring center for Central Washington. There have been over 75,000 births since it was last updated in 1993. This project will upgrade the birthing floor including upgraded resuscitation stations to add medical air, upgraded baby warmers, and sleeper sofas for caregivers.

As we continue to build genuine relationships with our community, we have started engaging more with our local hospital guilds, working together to raise support for the children's health capital campaign and creating a medical provider engagement program.

In 2022, we will introduce a new branding and logo refresh. We feel strongly that our brand should be as bold as our mission and mirror our energy and feeling of partnership with our community, while maintaining the strong legacy of The Memorial Foundation.

We look forward to partnering with our community to ensure we continue to reach our mission to advance and transform health care in Yakima.

Gratefully,

A handwritten signature in black ink that reads "Erin Black". The signature is fluid and cursive, with a large, stylized "E" and "B".

Erin Black  
Chief Executive Officer

## EXECUTIVE COMMITTEE

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Board Vice Chair

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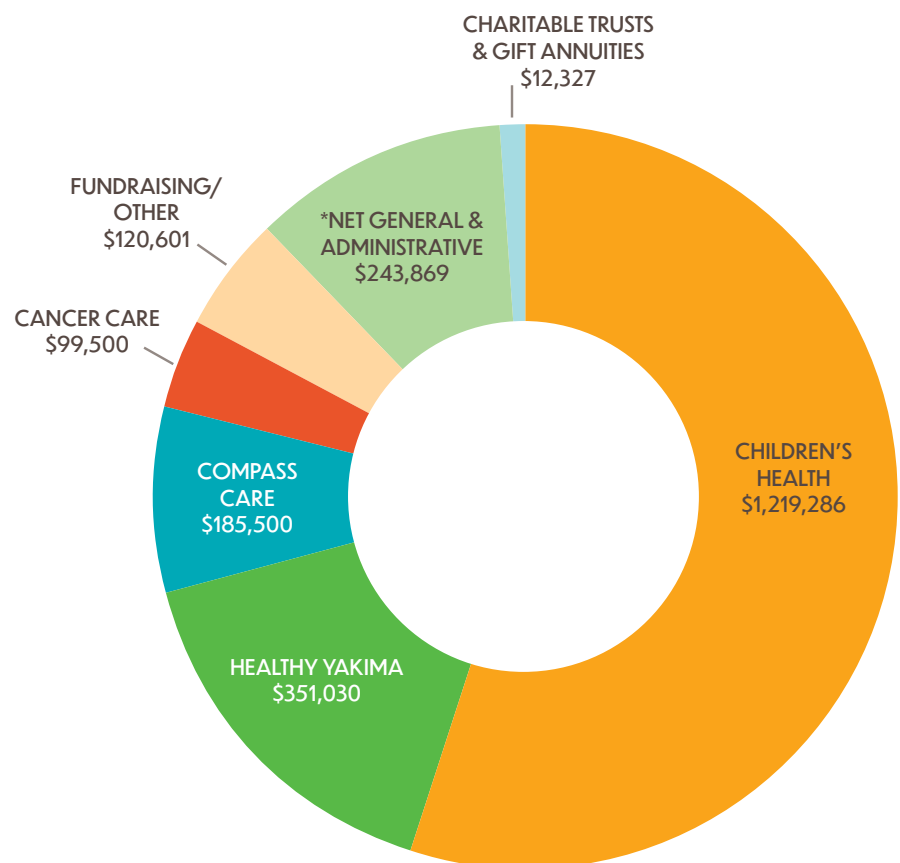
Mary Jo Perez

Patricia Temple

Ann Willis

## FY 2021 IMPACT

Through your generous support we allocated a total of \$2,232,113 to programs and services that have direct impact throughout our valley!



\*\*Yakima Valley Memorial paid \$448,105 of additional general and administrative expenses on behalf of the Foundation. These expenses are recorded on the statement of activities (audit).

# Program Highlights

Through your generosity we help fund programs and services from beginning of life to end of life. By focusing on four initiatives: Children's Health, Healthy Yakima, Cancer Care, and Compass Care.

## Improving Children's Health

Our goal is to deliver the highest quality of pediatric, neonatal, and specialized care in Yakima to ensure the healthy development of our valley's children. Your gifts help maintain children's health care services right here in our community. You are helping provide:

- Programs, equipment and services in the Neonatal Intensive Care Unit (NICU)
- Nurse home assessment and visiting program
- Behavioral health and intervention
- Occupational, physical and speech therapy
- Medical specialty clinics at Children's Village



## Working Together for a Healthy Yakima

This initiative focuses on improving health outcomes in the Yakima Valley – helping people live their best lives and empowering people to change their lives to reach better wellness. By working together for a Healthy Yakima we are:

- Further developing community health education opportunities
- Creating new methods of outreach to our community's most affected populations
- Offering easy access to valuable disease prevention and management programs
- Providing education opportunities for obesity prevention and helping with childhood obesity awareness and management



## Advancing Cancer Care

Every year over 2,000 people are diagnosed with cancer in Yakima County. They are our neighbors, friends and family members. Yakima has always been a generous community and through its generosity, the latest and most advanced cancer treatments and therapies are available right here at home. By advancing cancer care, you are helping to deliver:

- Advanced and personalized radiation therapies
- Mammography screenings and services for early cancer detection at 'Ohana
- Lymphedema therapy to help with chronic swelling caused by the removal of tumors and/or lymph nodes
- Survivorship programs that enhance healing
- Patient Assistance Fund for those affected financially by a cancer diagnosis
- Nutritional supplements for those affected by cancer
- Nurse navigator services to guide patients through cancer care questions and needs



## Compass Care

Our goal is to bring quality of life in the final stages of a person's journey by providing support and assistance to patients and families during the dying process and bereavement period. By supporting Compass Care you are helping sustain:



- Home care and hospice services for terminally ill patients and their families
- Palliative care program which provides assistance to individuals who have a chronic debilitating disease
- Advanced hospice care to terminally ill patients and their families at Cottage in the Meadow and in their homes
- Bereavement services for families after a loved one's death
- Spiritual and supportive services for the entire family including children's grief services
- Certified "We Honor Veterans" program to provide counseling and navigation to veterans services

# Children's Village

Children's Village is part of the fabric of our community, with a family-centered, integrated system of services. The Village supports children with special health care needs to help them reach their fullest potential.

The Village encompasses innovative therapy services with evidence-based practice models that are the first of their kind in our state with a family-centered, integrated system of services...right here in our community! Children's Village provides over 30 different kinds of specialized services all under one roof. These services include:

- Pediatric medical evaluations
- Occupational and physical therapy
- Pediatric hearing, speech, and language services
- Educational services for children and their families
- Supervised playroom
- Pediatric dental care for children with special needs
- Family support services – Parent to Parent Program
- Behavioral health services
- Autism spectrum evaluations
- Cleft palate clinics and coordination
- Modified athletic opportunities with teen mentors
- Cardiology and fetal echocardiogram
- Orthopedics



“ My story started seven years ago, when I unexpectedly had a twenty-one-week pregnancy diagnosis of a baby boy who had a heart defect and Down syndrome. I was scared, I did not know if I could raise a baby with Down

syndrome or how I was going to manage this new life. Thankfully, the Parent to Parent group at Children's Village connected me with a mother who's daughter has Down syndrome and my life forever changed. I am now fully invested in this new journey, and I have a new group of people in my life that help guide me. My son Colton is now 6 and thriving. We have used feeding therapy, speech therapy and physical therapy through Children's Village. We have participated in a multitude of programs that Parent to Parent has offered. It has been amazing, and I am so thankful for Colton because he brought this group into my life.

—Colton's Mom

“ Children's Village is a gem in our community, serving children with special healthcare needs and their families with the support of our donors, volunteers, and staff. We believe health care is more than just providing medical care, it is listening to the individuals and the families around what they need and how they want to receive support. It is about listening to our community in what we can and should provide together. It is about creating a future of hope and success for each child, no matter what may be going on, that uniquely supports them. We are lucky to live in a place that can see each child as a gift for our community and embraces that we all can use a “village” from time to time. A special thank you to our donors who enable us to be here for the future of these very special children.

—Laura Crooks, Children's Village CEO

The background of the entire page is a teal-colored pattern of stylized leaves and flowers. The leaves are various shapes, some pointed and some rounded, while the flowers are small and clustered. The pattern is dense and covers the entire area.

In 2021, 9,500 families had over  
43,000 visits through Children's  
Village services.

83% of patients are on Medicaid

17.8% of children in Yakima  
County, ages 30-17, were  
diagnosed with a disability in  
2015-2017





## Children's Miracle Network Hospitals®

### What Is Children's Miracle Network?

Every year, thousands of children in the Yakima Valley and surrounding areas depend on Yakima Valley Memorial's Neonatal Intensive Care Unit, Pediatric Unit, Family Birthplace, Maternal Health, and Children's Village to provide the best health care possible. To provide this care, we rely on donations and community support, as Medicaid and insurance programs do not fully cover the cost of care.

Since 1993, Children's Miracle Network has helped fill those gaps locally, by raising more than \$8.5 million, most of it \$1 at a time through Miracle Balloon icon campaigns. Our various fundraising partners and programs support the CMN mission to save and improve the lives of as many children as possible. Every dollar raised locally stays right here at Yakima Valley Memorial's Pediatric Unit, Neonatal Intensive Care Unit, Maternal Health Services, Family Birthplace, and Children's Village. **\$848,600 was raised in 2021.**

### CMN Corporate Partners

Ace Hardware Retail Support Center	Game Stop
Ace Hardware Corp.	Great Clips
Coca Cola Bottling of Yakima	IHOP Restaurants
Costco	Love's Travel Stops
Credit Unions for Kids: Gesa Credit Union, HAPO Credit Union, Solarity Credit Union	Panda Express
Dairy Queen Corp.	RE/MAX
	Rite Aid Corp
	Valvoline Instant Oil Change

### CMN Local Partners

Apple Tree Resort  
Crothall Healthcare Inc.  
Fieldstone Communities  
Harvest Auto  
Les Schwab Tire Centers  
Townsquare Media  
Tree Top, Inc.  
Walmart  
Yakima Federal Savings and Loan



# Our 2021 Champion,

Rhys, and his family, have been incredible advocates for Children's Miracle Network at Yakima Valley Memorial! Rhys was diagnosed with microcephaly when he was about 3 months old. A year later, an MRI scan discovered that Rhys had schizencephaly, an extremely rare brain malformation. At around 3 years old, Rhys also was diagnosed with cerebral palsy. Rhys is currently receiving services at Children's Village and loves all of his therapists.

Now, at 7 years old, Rhys is working on balance so that he can learn to walk, and he is spending time with a speech therapist to utilize a communication device. Rhys is a curious boy by nature, which will help him make strides with his therapy.

In addition to speech services, Rhys and his family have therapists who work with him in occupational therapy, physical therapy and hippotherapy. In addition to the physical benefits of therapy, this also gives his family an opportunity to meet other families and make new friends who understand their journey.

Your generosity makes it possible to help kids like Rhys live their best life without having to travel hours to receive the specialized services they need.



## ABOUT RHYS:

Favorite Activity: Swimming

Favorite Food: Ice Cream!

Loves sharing his contagious laugh with friends and family!

To learn more about Rhys check out this video



“

*The services that we receive because of Children's Miracle Network funds not only provides care for Rhys, but has also provided friendship to our entire family.*

”

—Erin & Rob Aleman, Rhys' parents

90 kids served through  
"ACT!(Actively Changing  
Together) Get Up Get Moving"

692 pounds lost through  
diabetes prevention

50 participants through  
diabetes prevention

5,653 adults and 431 children  
attended various fitness  
classes sponsored by Memorial

# Healthy Yakima

helps improve the overall health and well-being of our community. Your contributions provide diabetes education programs, childhood obesity prevention, healthy eating programs and education on overall well-being.

Overcoming barriers to a healthy lifestyle is something we all struggle with. The Covid pandemic distancing order spurred our Healthy Yakima team to create Zoom classes for the Diabetes Prevention Program. With 147 physician referrals in 2021 to the class, they know how vital this program is to our valley. Ninety-five people started the class, with a retention rate of 49 percent. While learning about healthy eating, the participants achieved a 5-7 percent weight loss, with a total of 692 pounds dropped in total.



“The best part of the program was watching the videos of other kids cooking, it made me feel that I can do it too. It also gave me ideas on how to add fruits and vegetables.”

—Gael, Age 10



The ACT! Get up Get Moving program also had success using Zoom. Of 105 children ages 4-17 referred to the program, 90 attended, most with their parents. They learned about healthy eating and exercise, and 86 percent reduced screen time in favor of physical activity.

Prevention and overall wellness is a big need in our community as Yakima County obesity and diabetes rates are among the highest in the state.

Memorial's Healthy For Life program was equally successful. An incredible 5,653 adults and 431 children attended various Zumba and yoga classes sponsored by Memorial.

“The ACT! Program helped me learn ways to add vegetables and fruits into my meals in a way that I would enjoy them. I also like that this program encouraged us to cook as a family.”

—Camila, Age 9





YouthWorks is a youth empowerment and community service initiative engaging our community's youth directly through mentoring, volunteering, and philanthropy. YouthWorks is a partnership between The Memorial Foundation and local high schools providing philanthropy education, input on youth health care programs and fundraising opportunities to support Memorial's four health care initiatives.



Proceeds from YouthWorks fundraising programs such as YouthWorks school pageants directly benefit pediatric programs through Children's Miracle Network at Yakima Valley Memorial and Children's Village, serving thousands of children each year through hospital treatment, educational programs, and family services. Participating high schools organize pageants where contestants are judged in a number of categories, including creativity, faculty review, and individual fundraising. The school's contribution is a result of individual contestant fundraising, the pageant night itself, and other events held throughout the school year. As a student-organized philanthropy project centered on raising awareness and funds for children in dire need of special health care, this program enhances school unity and fosters community involvement. Since the funds stay local, the students see the positive effects of their efforts and walk away knowing that they can play a part in making their hometown a better place in which to live.

There is an active YouthWorks Council that assists with pageants and other events through The Memorial Foundation. The Council also gets the opportunity to allocate the funds raised by the YouthWorks pageants to local pediatric programs. The council meets monthly to learn about The Memorial Foundation's four health care initiatives; Cancer Care, Children's Health, Compass Care (End of Life Care), and Healthy Yakima. The success and enthusiasm of local high school students giving back to their community turns into an inspiring experience that allows students to work together for a common cause—reminding everyone **TEENS CAN MAKE A DIFFERENCE!**

“  
*The work that goes on within these initiatives in our community is beautiful. I just hope one day I will be able to make the same impact in other people's lives as I have seen others do over my time in YouthWorks.*  
 ”

—Tori Espinosa, West Valley High School Graduate

High school teens raised more than \$170,000 and volunteered more than 3,500 hours!

More high schools participated in 2021 than ever before including Davis, East Valley, Eisenhower, Highland, La Salle, Naches, Sunnyside, Wapato, and West Valley.

YouthWorks allocations for 2021 included positioning aids for preemies; isolette covers; transcutaneous bililight meter; and electronic fetal monitor machine.



In 2021, 2,308 babies born  
in our Labor and Delivery

267 babies received care  
in the Neonatal Intensive  
Care Unit

218 kids were seen in our  
Pediatric unit





“

*Having a NICU baby is heart-breaking and terrifying. It's the highest of highs and the lowest of lows especially when you're not expecting it... But the nurses here are literally angels and have taken such good care of us. We know our baby is being taken care of right here close to us, we can't imagine having to send her to Seattle and not being able to be there with her. We are very grateful for our NICU.*

”

*-NICU Parents, Meagan and Kyler Hansen*

## NICU, Pediatric, and Labor and Delivery

Because of your generosity, we have been able to fund various programs, services, and equipment for our Neonatal Intensive Care Unit (NICU), Pediatric Unit and the Labor and Delivery Unit.

As Central Washington's only level III NICU, specialty care is available locally for at-risk infants. More than a third of those sweet babies that visited the NICU this year were not anticipated to need the services and care provided by the wonderful NICU nurses. In those moments, what a relief for those mothers to know that a NICU was only a few steps away from their Labor and Delivery room. The NICU offers a world of hope for many families in our community. Your generosity helps provide lifesaving equipment and up to date technology to our tiniest patients. In 2021, over 260 babies received care right here in Central Washington's only level III NICU.

This year, you helped provide services and education to patients and families to reduce the risk of shaken baby syndrome, provided every newborn baby a sleep sack to reduce the risk of SIDS (Sudden Infant Death Syndrome) and provided the financial and emotional support to help those families that experienced a pregnancy loss by providing burial services for their newborn.

Your donations helped fund many vital pieces of equipment for NICU, Pediatrics and Labor and Delivery including newborn beds to help with jaundice, infant resuscitation stations, newborn positioning aids, breast pumps, gliding chairs for each delivery room, fetal monitor packs, and much more.



## compasscare

The Compass Care team understands the difficult nature of a terminal diagnosis. Support is available for patients, family, and caregivers struggling to cope with the uncertainties of an extended or terminal illness. Compass Care uses a team approach, including physicians, nurses, social workers, nutrition experts, and spiritual care staff to provide a seamless continuum of care for end-of-life patients and their families. These services are provided through Home Hospice Care, Palliative Care, Inpatient Hospice Care at Cottage in the Meadow and Bereavement Services. Our community is changing the course of end-of-life care in our valley forever.

“

We very much looked forward to the hospice nurses and staff who would visit our home on a weekly basis. Besides making sure that Becky was receiving all possible medical care, they came with smiles on their faces and were open, friendly, respectful and genuinely caring as if Becky



may have been their own family. The people who do this kind of work, knowing full well that their patients are not going to survive much longer, yet doing so with a smile, are to be highly commended. Becky was always happier, thankful, and more upbeat because of their visits... and so was I.

—Robert Grosso,  
loving husband.

”



In 2021 your donations  
helped serve

558 home hospice patients

233 patients at Cottage in the  
Meadow

569 patients received care  
by the Palliative Care team

A full-time community  
navigator/palliative care  
worker for the growing  
number of Transitions  
patients.



In 2021, more than 2,000  
members of our community  
were diagnosed with cancer

'Ohana provided more than  
12,300 exams to individuals in  
our community

The following programs were  
supported by community  
donations: lymphedema  
garments and equipment;  
North Star Lodge Patient  
Assistance Fund/Emergency  
Fund; nutrition supplements for  
cancer patients; specialty exam  
tables; and mammography  
scholarships

Blending skilled oncology staff, the best available technology, patient and family centered care and integrative medicine programs in the beautiful surroundings at North Star Lodge, patients receive the most sophisticated cancer care right here in Yakima.

## Make A Difference One Car Ride at a Time

Patients undergoing life-changing treatments for cancer and other chronic conditions should be solely focused on healing, not matters of transportation or appointment coordination. Your generosity helps support the North Star Lodge Cancer Emergency Fund. In 2021, over 2000 members of our community were diagnosed with cancer.

After diagnosis, patients are often left waiting for their request for assistance to make its way through the Family Medical Leave Act (FMLA). When waiting on approval or denial for aid, this in-between period devastatingly leaves many with no way to support themselves as they begin treatment—the



Emergency Fund helps fill in these gaps. North Star Lodge understands the magnitude of these situations and how each moving piece affects the next. Through the Emergency Fund, you help alleviate the uneasiness of waiting and keeps things moving by immediately getting funds to patients and their families. The fund helps support qualified patients with transportation cost, utilities, cost of a Christmas dinner, and ultimately help provide ease of mind to allow them to focus on healing.

One patient who received Emergency Fund assistance lives a fair distance away from North Star Lodge, in Ellensburg, Washington. Early in his diagnoses and treatment, this patient was dependent on a friend to drive him to his appointments. Unfortunately, the friend moved to Alaska not long after—leaving him with no way to commute to his appointments. Because of the Patient Assistance Fund, we were able to provide transportation to this patient and he was able to continue his cancer treatment without delays.

Early detection is the best defense in the battle against breast cancer. At Memorial's 'Ohana Mammography Center, complete breast health is the goal for every patient.

Your generosity helps provide scholarship opportunities for breast screenings, diagnostic screenings and biopsies for qualifying individuals in our community which helps in early detection of cancer. In 2021, over 10 local businesses helped raise awareness and funds for this specific cause. THANK YOU!





3111 Tieton Drive / Yakima WA 98902

509.576.5794

[memfound.org](http://memfound.org)

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## Mission Partner



## Gesa Credit Union

Don Miller, CEO Gesa Credit Union,  
comments on the continued Mission  
Partnership between Gesa Credit Union and The Memorial Foundation:

*“ We started a partnership that has continued to grow, thrive and progress, with goals that will make a positive impact on the communities we serve. With this partnership, we’re helping to build a stronger and healthier Yakima; something that’s incredibly beneficial for our members and team members who live and work here. ”*

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. In 2021, Gesa renewed the partnership and increased their investment, to further impact areas of well-being across the entire lifespan, from birth through end-of-life care.