



Northern Arizona Healthcare  
Office of Philanthropy

**2023 Gratitude Report**



Greetings Northern Arizona Community,


I started as NAH's CEO this summer, and it has been a truly wonderful transition! The welcoming culture of our health system and the community speaks volumes to me. In all my years in health care, I cannot recall such a gracious reception.

I have been doing a great deal of listening and learning since my arrival at NAH. This will continue for some time. Our colleagues and the community have a wonderful story to tell. They are equally passionate about wanting the very best health care services for our entire region. It is reaffirming to me to hear and to realize the immense opportunity that we, together, can meet. The potential partnerships and synergies moving forward are, indeed, exciting.

I realized early in my career that with trust we can do meaningful work and achieve our goals as a team. A prime example of trust is the work our NAH Office of Philanthropy has accomplished in two short years. Working with our colleagues within NAH and listening carefully to our many friends in the community has created a platform for success. The numbers, as you'll read, speak for themselves. What is equally important to me is knowing that our community values the vital role of our staff, from those who serve at the bedside to those who support those at the bedside. We are all caregivers.

This 2023 Gratitude Report is a sincere reflection of thanks from NAH to you, and our opportunity to share the various ways your gifts – and those of many others – are making a high impact. I hope you take pride in reading this. We are making a strong impact in any number of ways and this is just the beginning! For this is the amazing story that is NAH.

Thank you for your partnership!

  
Dave Cheney  
President & CEO

Dear Friends,

Welcome to our second annual Gratitude Report, reflecting the wonderful impact you are helping to make in tandem with the Northern Arizona Healthcare (NAH) Office of Philanthropy for fiscal year 2023 (July 1, 2022 – June 30, 2023)!

I cannot help but think how far we have come in just two short years TOGETHER. Through your loyal support, we are making a difference. We have amassed over 2,400 total donors since we started, raising over \$10 million in total. These dollars have come from the rolling out of our Your Gratitude Matters program; special events; annual giving; major and planned gifts; and federal and non-federal grants. A truly extraordinary feat!

To honor donor intent, we have established dozens of dedicated funds to support specific service lines and programs across Cottonwood, Flagstaff and Sedona. 100% of all gifts go towards what our donors want to support.

The Office of Philanthropy team has become entrenched in the health system and the community we serve. Our focus, from the very beginning, has been to forge authentic, strong relationships, identify new philanthropic opportunities for the betterment of the organization and live out NAH's mission of "improving health, healing people."

A final thought: our NAH staff – clinical and non-clinical – are tremendously dedicated. It is the Office of Philanthropy's pleasure to stand shoulder to shoulder with them, honoring their work in caring for our most precious resource, our community. This report reflects that we are better together.

We hope you take great pride in reading this report. Our sincere thanks for your partnership and collaboration. The best is yet to come.



Larry Kushner  
Chief Philanthropy Officer



# Funds raised

Fiscal year  
2023

# 1656

## Total Donors

1355 Colleague Donors

\$5.6M – Federal Grants

\$289,441 – NAH Colleague Giving

\$242,699 – Event Income (net)

\$112,854 – Corporate Giving

\$262,853 – Planned Gifts

\$182,500 – Non-Federal Grants

\$443,521 – Annual Giving

\$223,132 – Major Gifts

# \$7.37M

in donations raised



The Office of Philanthropy  
takes no operational cost so

**100%**  
of donations directly  
honor donor intent

# Elevating our care

15 new providers  
in Flagstaff

28 new providers added in FY23  
covering a wide range of specialty and general care

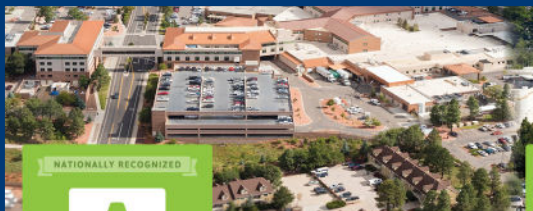
5 new providers  
in Sedona

8 new providers  
in Cottonwood

Flagstaff & Verde Valley Medical Center  
Both received Leapfrog Hospital Safety Grade "A"

## Did You Know?

In FY23, NAH introduced several new, state-of-the-art medical technologies to northern Arizona, reducing the need for community members to travel great distances for the quality care they deserve, close to home: Transcatheter Aortic Valve Replacement (TAVR), Amma's Cooler Heads technology and additional robotic assisted orthopedic surgery modalities.



Flagstaff  
Medical  
Center



Verde Valley  
Medical  
Center

# Sustaining annual



“

I've heard it said “Volunteering is habit forming.” Well, I've had the habit at FMC for 26 years, but then COVID came along and interrupted my service! Along with working the front desk, I made all the breast-feeding bags for new moms in Labor and Delivery, worked the blood drive at the hospital and worked anywhere else I was needed and had a great time each time I stepped foot in the door. Helping people find their loved one, getting people to the right office for a test, or bringing patients a newspaper were all duties that just came with the job. Say “hi”, receive a “hi”; give a smile, get a smile; it's just that simple, and very rewarding!!

I've made countless friendships in all these years and feel very fortunate to have walked the halls of FMC and greeted so many

faces and helped so many people. It's been the best job in the world, and I want it to continue!

It is through my volunteering that Roger and I have been inspired to make a donation supporting the Special Care Nursery and establishing a scholarship for two deserving NAH employees.

– Mary Hostetler

# giving & volunteerism

Mary Hostetler and Roberta (Bobbi) Baca exemplify volunteers extraordinaire with their years of dedication and service to NAH! Mary has been a volunteer for 28+ years and Bobbi, more than 47 years. Together, they have volunteered more than 25,000 hours at Flagstaff Medical Center.

They are among the most tenured NAH family members and have made immeasurable contributions to our community through their service and dedication to our patients and their loved ones, and to our colleagues. From easing the stress of first-time patients and visitors by accompanying them with reassurance and kindness, to knowing the stories and lives of many of our patients and colleagues through years of being at their side as another set of knowledgeable and compassionate helping hands. Mary and Bobbi, along with all our volunteers, help us to live our values and fulfill our mission of improving health and healing people. We remain inspired by and grateful for their partnership, friendship and service to each of us at NAH and to our community.

***– Kathleen Day, Director Volunteer and  
Spiritual Services Systems***



# Building community



**Inaugural Colleague Wellness Fair**  
promoting health among those keeping  
our community healthy



**Guardian Air Ball Drop**  
supporting our fallen heroes



**Threaded Together**  
arts & crafts to aid in mental wellness



**Stop the Bleed training**  
provided to 505 students across  
the region



**Community cardiac wellness panel**  
with NAH experts

## Engagement through events

These numbers reflect the net revenue after event expenses. 100% of these funds go back to NAH, as our office does not take any operational fees.

If you would like to learn more about event sponsorship, please contact Kendyl Druffel 928-773-2092.

### A Night of Inspiration: NAH Scholarship and Awards Banquet

*25 NAH colleagues were awarded scholarships from community supporters to pursue or complete their education.*

### Dawn Tebelak Memorial Golf Tournament

\$37,779 raised for the Dawn Tebelak Memorial Scholarship.

### NAH Open

\$265,694 raised for the proposed Health & Wellness Village project.

### Machine Solutions Run & Walk for Kids

\$35,060 raised for the Children's Health Center.

### Mason Awards

14 NAH nurses & techs received a Mason Award in 2023, including Nurse & Tech of the year, and more.

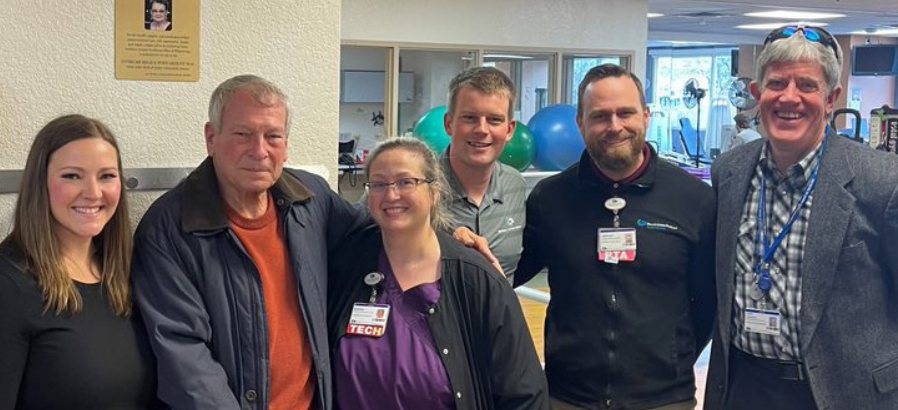


# Creating impact

“ Lee Worthen was invited to give a gift to EntireCare Rehab & Sports Medicine team at Verde Valley Medical Center in memory of his wife Pat who was treated there after an accident. Together, the physical, occupational and speech therapists at EntireCare helped Pat to regain her quality of life.

Lee's gift will provide our team with the ability to build programs that are innovative and supported by evidence-based research. His gift included naming the entrance space to VVMC's EntireCare program. When the plaque was unveiled, he noted the emergency medical technicians who responded to Pat's accident “saved Pat's life,” but it was the EntireCare team who “gave Pat her life back.”

**– Nicole Nelson, Manager  
EntireCare Rehab & Sports Medicine**



## Investing in local health care

**Our corporate sponsors**



Our Community Partner of the Month program encompasses our purpose, as it allows the community to show their support for local caregivers. Desert Financial Credit Union (DFCU) specifically supported our emergency department, which lifted employee morale and really helped our team feel appreciated and valued.

DFCU was instrumental in helping launch the NAH inaugural Health Care Scholarship and Awards program. With their support as our title sponsor, we were able to award 13 opportunities in year one and 25 opportunities in year two to incredibly deserving clinical and non-clinical colleagues. This program encompasses every value that NAH holds dear.



“Receiving the Desert Financial Scholarship took so much stress off my plate since I knew I would be able to continue with my education. I’m so thankful to be the recipient of the scholarship, it feels great.” Jessi Holt, CVICU Clinical Manager, 2022 Desert Financial Scholarship awardee.

DFCU has continued to partner throughout the year and recently purchased \$3,000 worth of school supplies for the NAH Children’s Health Center to pass out to their patients to get ready for the next school year.

*At left: The Desert Financial crew with Beth Duschatko, NAH emergency department clinical manager*

# Colleague donors | Proud to work here, proud to give here



Our inaugural Proud to Work Here, Proud to Give Here, colleague giving campaign was a success. This campaign provides an opportunity for our staff to invest above and beyond their time and talents and foster a culture of giving at NAH. Because of this initiative, new relationships were forged which in turn, inspired participation and philanthropic contributions. **We are just getting started!**



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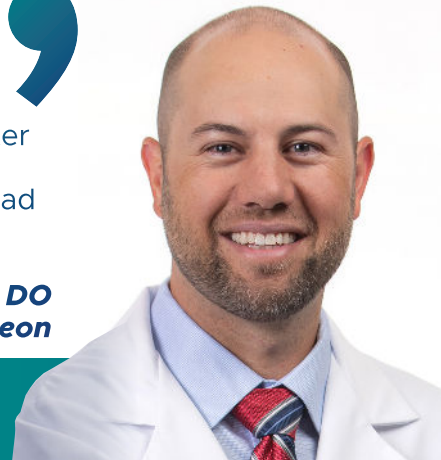
*A nurse by trade and an employee at NAH for over 20 years, I have seen the value philanthropy can bring to an organization. The funds, big or small, allow our staff to remain focused on providing quality patient-centered care. I am honored to give to NAH, an organization that has given so much to me.*

**– Sue Lovett, RN, BSN**  
**NAH Consumer Experience Manager**

I am proud to further our mission of improving health and healing people each day. In addition to surgical and clinical care, I have chosen to support our nonprofit health system through philanthropy. These dollars, no matter the amount, allow us to address the needs of our patients and enhance our health care delivery. I'm glad to play a part in this.

”

**– Scott Gibson, DO**  
**Orthopedic & Spine Institute surgeon**



# Honor amazing work | Heart of gratitude

Our Grateful Patient program, known as ***Your Gratitude Matters***, is an opportunity for our patients and/or family members to express their gratitude for their care experience at NAH. We have learned gratitude manifests itself in different forms:

- Sharing one's story
- Volunteering
- Making a philanthropic donation
- Nominating specific NAH staff members with a Heart of Gratitude

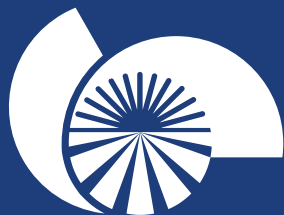
Joe Candeo, a nutrition services employee who has served NAH for decades received a Heart of Gratitude nomination. All our staff, no matter their role, make a difference!



“ We would like to honor Joe for his hard work and kindness shown to us. Every time he saw us, he asked how our daughter was doing, said prayers, encouraged us with positive thoughts and always smiled. His face lit up when we shared the news that we were going home. Joe truly cares for others.

– Grateful Patient family member





“ Northern Arizona Healthcare (NAH) serves over 50,000 square miles in northern Arizona and our

community is growing. A community is a living organism, it has to change, it has to grow, it has to evolve, and we have to continue to fuel growth in an intelligent fashion. We are honored to help elevate health care in our region with a new NAH Health and Wellness Village.

– **Steve Eiss, Vice President of Construction & Real Estate Development**







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