

Firmly Rooted

FALL 2017

NEWS FROM THE MERCY MEDICAL CENTER MERCED FOUNDATION

Gratitude

Creating a healthy community today



Inside: Putting the “fun” in fundraising / Invest in making a difference / Are we in your estate?



**Mercy Medical Center
Merced Foundation**

A Dignity Health Member

WELCOME

Dear Friends,

At Mercy Medical Center Merced Foundation our team constantly strives to stand out – to not only meet, but to exceed expectations. We seek opportunities that can help make a difference in the lives of the people served by Mercy.



It is our generous benefactors who truly deserve the credit for our ability to surpass the ordinary. And there is nothing more extraordinary than being a part of an organization that is supported by such a variety of compassionate and devoted people, all dedicated to excellence in health care.

As you read through *Firmly Rooted*, we hope you will see the significant impact that philanthropy has had on the programs and services throughout Mercy Medical Center Merced. From grassroots efforts in support of numerous programs at the Mercy UC Davis Cancer Center and the Rural Health Clinics, to major gifts bolstering Surgical Services in the effort to acquire a da Vinci Robotic Surgery System, we continue to transform health care in Merced and beyond.

It is our mission to support Mercy Medical Center Merced by inspiring transformational giving to improve health, elevate hope, and advance healing. We hope that some of the following stories will move others to join us!

Jacob McDougal

Vice President

Mercy Medical Center Merced Foundation



Above: Foundation staff: back row - Marcee Cervantes; front row - Shelby Davidson, Jacob McDougal, and Sally Strasser.

2017-2018 FOUNDATION BOARD MEMBERS

- | | |
|---|-------------------------|
| - Steve Koenig - Board Chair | - Ric Kirby |
| - Philip Brown, RN - Vice Chair Board Development | - Cyril Lawrence |
| - Katie Favier - Vice Chair Fund Development | - Barry McAuley |
| - Parminder Sidhu, MD - Vice Chair Marketing | - Robert McLaughlin |
| - Michelle Symes-Thiara, Secretary | - Kaaren Morgner |
| - Dan Holmes - Treasurer | - Billie Razzari |
| - Cesar Aguilar | - Marilyn Reese |
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| | - Kristyn Sullivan, PhD |
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| - Vicki Bandoni | - Amie Marchini |
| - Frank Berry, MD | - Barry McAuley |
| - Anna Bolling, PhD | - Dennis McKim |
| - Nancy Brawley | - Chuck Meyer |
| - Judy Campbell | - Greg Olzack |
| - Suzanne Capenter | - Shailesh Patel, MD |
| - Bert Crane, Jr. | - Mark Pazin |
| - Kathleen Crookham | - Garth Pecchenino |
| - Jim Cunningham | - Judy Pfitzer-Boyer |
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| - William "Skip" George | - Marcee Samberg, RN |
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HONORARY BOARD MEMBERS

- | | |
|---------------|-----------------------|
| - Bert Crane* | - Rose Eager-Sabo* |
| | - E.J. "Almo" Lorenzi |

FOUNDATION STAFF

- | | |
|--|--|
| - Jacob McDougal, Vice President of Philanthropy | - Shelby Davidson, Annual Giving Coordinator |
| - Marcee Cervantes, Operations Manager | - Sally Strasser, Administrative Assistant |

*deceased

CARDIAC REHAB IS ON THE MOVE

In an effort to provide the highest quality of care for our cardiac rehab patients, we are relocating the Cardiac Rehab Program to our newly designed and renovated first floor space in the Mercy Outpatient Center.

The Cardiac Rehab Program helps our patients maintain a heart-healthy lifestyle after they've had a heart attack and no longer require hospitalization. "It's more than patient care in the cardiac rehab program. We're family," states Henry Moreno, supervisor of the Cardiac Rehab Program. "Many of our patients have come to rely upon each other for more than physical healing; it's the spiritual and emotional healing this community provides that is critical to long-term rehabilitation and recovery."

We invite you to join us as we launch a fundraising campaign to provide all brand new fitness equipment to aid in the health and recovery of our cardiac rehab patients. Visit supportmercymerced.org for patient testimonials and more information on giving opportunities!



Above: Cardiac Rehab patients and staff exploring the new space. Left to right: Henry Moreno, Jesse Gonzalez, Jeanne Franco, Diane Obrey, Jim Harmer, Anne Fowler, Ray Ogden, and Mary Ogden.

PUTTING THE "FUN" IN FUNDRAISING

A look at upcoming events in support of Mercy Medical Center Merced

#GIVINGTUESDAY

#GivingTuesday is a global day of giving fueled by the power of social media and community collaboration. This November 28th, join the Mercy Foundation's movement as we give back by partnering with JMJ Maternity for a basic needs supply drive!

JMJ Maternity Homes, a Catholic faith-based 501(c)3, provides homeless or imminently homeless pregnant women with basic needs and social services.

Visit supportmercymerced.org for more information, including supply drop off locations and supply needs list.

CELEBRATE A LIFE

Give the perfect gift this season and honor or remember your friends, family members, or health care providers!

Join the Mercy Foundation on Tuesday, December 5th for this year's Celebrate a Life event. Celebrate a Life provides an opportunity to honor, remember, and celebrate friends and family during the Christmas season. A very special reflection ceremony is held at the Mercy UC Davis Cancer Center, followed by a candlelit procession to our medical center, where a Christmas caroling performance and refreshments are enjoyed.



Above: Special ornaments are hung on our Christmas trees in honor/memory of donors' loved ones. Visit <https://www.supportmercymerced.org/news--events/celebrate-a-life> to learn more.



Ric Kirby: Focused, Strategic, Patient

Written by Kaaren Morgner

Kirby Manufacturing, Inc. is known for its innovative design in cattle-feeding equipment. Ric Kirby, third generation to lead the company, knows firsthand the value of new technology, innovative design change, and preserving a heritage, all while spearheading philanthropic endeavors in Merced. “My family has always given

back to the community; serving the community and giving back was instilled in me early on,” Ric recalled.

Ric and his sister, Kelly, were raised by a single mom. “My Dad died young. We didn’t have much. But every week Mom had an amount from her paycheck given directly to the United Way. We saw that,” Ric remembered.

In addition to his mother’s example, discussions with his grandfather, Tom Kirby, and great uncle, Bill Kirby, laid the foundation for his personal philanthropic endeavors in Merced. “My great uncle was instrumental in starting the Merced Historical Society,” Ric said. “He got me involved early on. I’ve been involved ever since.” Supporting

agriculture and education has always been his priority, whether FFA or 4-H, or Our Lady of Mercy School. “It was never if you give, it’s what you do!” he stated.

Kirby knew he wanted to be part of the family business. At age 13, he swept floors and stocked the soda machine. His pay was lunch and all the soda he could drink. “I had the key to the soda machine!” he chuckled. During summer breaks and vacations in his high school years, he sat all day drilling holes in steel plates. Today, a high-density plasma cutter uses electric current and gas to vaporize the steel to make those holes.

He tailored his studies at Cal Poly San Luis Obispo with the family business in mind. In 1989, Ric returned to Merced with a degree in Ag Business

Management, determined to make Merced his home. Barry McAuley, then on the Mercy Foundation Board, approached him to serve. “I was fresh out of college trying to figure out my job. I didn’t have my feet firm on the ground. And I really didn’t have time and wasn’t as interested then, but the seed was planted.”

In the years that followed, he and his wife Dana targeted where their philanthropic efforts would be best used. On their decision to support the hospital, Ric noted, “I look at impact. What will have the greatest impact on the community as a whole? The hospital. It truly helps anyone and everyone who walks through the doors.”

“So, 25 years later Barry McAuley came back to me and said, ‘We’ve got some openings on the board. Are you interested?’ This time I had a different answer. I said, Yes I am!”

Saying yes put Ric in the center of the first Capital Campaign for a major piece of equipment at the new hospital. Dr. Sunit Patel, pulmonologist for the hospital, approached the Foundation Board requesting funds be raised for an Endoscopic Ultrasound (EUS). Dr. Patel made a presentation explaining the benefits of EUS in detecting (presence of cancer), staging (if and how far cancer has spread) and determining treatment for lung cancer, pancreatic cancer and other cancers of the



Above: Ric showing fellow board member Kaaren Morgner around the yard at Kirby Manufacturing.



Above: Ric is the third generation owner of Kirby Manufacturing, known for its innovative cattle-feeding equipment.

gastrointestinal tract. It was a far less invasive diagnostic procedure than what was currently in use. He highlighted its power to attract new doctors to the community.

Dr. Patel’s presentation had Ric’s attention as it tapped into a personal story, creating the motivation to champion bringing an EUS to Mercy Medical Center.

“My mom died of lung cancer in 1994,” Ric said. “She wasn’t diagnosed early enough to be able to do anything about it. So, she died 6 months after her diagnosis. That machine, if it was available, may have been something that would have detected the cancer earlier. And perhaps something could have been done about it. That struck a chord with me.”

That chord struck deep. Ric’s personal commitment to bringing

POWER OF PHILANTHROPY

the EUS to Mercy included not only a substantial donation, but investing the time to build a team, which included himself as the community/Foundation member, Dr. Patel as the physician champion, and Dr. Parminder Sidhu as the oncologist representing the Cancer Center, ready to speak with groups of potential donors. “It took longer than we expected,” he recalled, “but we just kept going!”

Dr. Patel recalled, “Mr. Kirby was instrumental in getting people to come and listen. He arranged groups to come early in the morning as well as evening gatherings to hear about EUS! There has to be a drive – otherwise, nothing would happen. I felt that drive was there and the time commitment was there, and Ric had the drive to make this happen. We had a team!”

The EUS has been in operation since 2014. Dr. Patel estimates use of the EUS to be 5-6 times per month. “It makes me feel good to hear about the (EUS) equipment’s use and its part in attracting new doctors to our area,” Ric smiled.

As a trustee of the Merced Historical Society, Ric has been involved with projects that preserve our community’s history, cultural heritage, and identity. When our hospital system changed its name to Dignity Health from Catholic Healthcare West, the logo also changed. Ric expressed concern that the logo did not retain the hospital’s Catholic identity. “It

was a plus sign – not a Christian cross. I thought, it’s a Catholic hospital and it’s using the Catholic identity. I’m Catholic. Catholic health care and Catholic education have done so much in this country for everyone, people who aren’t Catholic or even Christian!”

Ric found out the original architect’s drawings included a cross above the chapel, but it had been left out due to budget restrictions. Chuck Kassis (hospital

familiar with the many regulations of the Office of Statewide Health Planning and Development (OSHPD). Kirby generously funded the project yet again, and with a smile quipped, “It’s my cross to bear! I hope this one can be installed soon.”

Ric is no stranger to the time required to move projects forward. He celebrates the small victories along the road, while keeping the final destination in mind. “We

recently had the first Cardiac Catheterization Lab procedure. I want to let everyone know - Hey, we are moving forward! I attended the hospital demonstration of the da Vinci® Robotic Surgical System. I even got on the machine and tried it out, wow! A friend had a procedure done on the da Vinci.® He was up walking around the next day. That would never

have happened with traditional incision surgery. Now that wasn’t done here in Merced, but that’s what we want to be able to bring to our community!”

Ric Kirby’s quiet perseverance in giving is fueled by his enthusiasm and passion for the quality of health care in Merced. His gifts of time and service to the Foundation Board, and generous financial support of the Endoscopic Ultrasound equipment as well as the hospital chapel cross, embody the philanthropic spirit that moves Mercy Medical Center forward.



CEO) told the Foundation Board he wanted to rectify this and get it done. That was all Ric needed to hear. He knew he had all the equipment, manpower, and materials to complete the project. “I jumped in to help out, thinking this would be a quick, easy project. We’ll build you a cross! No problem! We can have this up in a week. Here it is a year and a half later and that cross is still not up!” he laughed, shaking his head. Kirby built a cross to the architect’s specifications only to find out that a state inspector had to witness each weld as it was made. It turned out to be easier to have the cross built by a contractor that was



Heritage Club Legacy Circle Members

- Aurelia and Alfred Pia
- John Minetti Trust
- Elmo Giampaoli Estate
- Trudy Holck

For more information about the Heritage Club Legacy Circle or Planned Giving, contact the Mercy Foundation at 209.564.4200.

ARE WE IN YOUR ESTATE?

Make a difference with planned giving

As you plan for your future, you are making a number of important decisions. One of those carefully planned decisions may be to leave a legacy gift – a meaningful gift that will endure beyond your lifetime for the benefit of others – to a charitable organization like Mercy Medical Center Merced Foundation.

The motivation to give a legacy gift to Mercy Foundation comes from many places: gratitude for an exceptional experience, belief in a vision of loving-kindness, faith in a mission to ensure health care for all, or a desire to make a difference in the community by helping those in need.

Whatever your motivation, you can be assured that your legacy gift will impact the lives of future generations of children, families, and seniors in our community who count on Mercy Medical Center to be there for them.

There is a prevalent belief that legacy gifts come only from people of wealth. Nothing is further from the truth. Many of Mercy Medical Center's benefactors have been rich only in terms of their caring, commitment, and conviction. Even a small amount can have a big impact over time.

If our Foundation is in your estate, or it is your desire to include us in your estate, a quick phone call to your CPA or estate attorney is all you'll need to declare your intention to support Mercy.

We would love to welcome you to our Mercy Heritage Club Legacy Circle.



Left: Charter members Jeanne and Barry McAuley enjoying the 2017 Heritage Club Annual Summer Social.



Right: All smiles for Associate Board members Nettie Descalso Del Nero and Nini Freitas. Nettie is also a Heritage Club Charter Member.

A NIGHT IN TORTUGA GALA

SHIVER ME TIMBERS... WHAT A NIGHT TO REMEMBER!

The Mercy Medical Center Foundation’s 2017 A Night in Tortuga Gala was a huge success!

Thanks to the incredible generosity of so many, our gala brought in over \$355,000 for Surgical Services, to aid in bringing a da Vinci[®] Robotic Surgery System to Merced. We were delighted by the crowd that turned out at Merced College on Saturday, September 30 – nearly 700 guests – in patronage of our work and mission!

Guests in attendance were treated to pirate performers, a fire-breather, and a thirty-five foot pirate ship. The Marie Wilson Band did an outstanding job and kept guests dancing until midnight. Decadent cocktails and pirate-themed dinner were enjoyed by all!

Friends and family members unable to make the voyage were in our thoughts as well.

The Foundation is riding the momentum of the Gala and the generosity of our Volunteers of Mercy to help us meet our overall project goal of \$2.1M to complete the da Vinci[®] project.

If you desire to learn more about the da Vinci[®] Robotic Surgery System please contact the Foundation office.

INVEST IN MAKING A DIFFERENCE

Island of Tortuga Sponsor – Volunteers of Mercy!



We would like to express our sincere gratitude for the generous support of our Volunteers of Mercy as our lead sponsor for the 2017 Gala, A Night in Tortuga!

The volunteers’ support in the event was crucial and their contribution went a long way to assist in the launching of the da Vinci[®] Robotic Surgery project. The commitment and generosity of our volunteers, both as financial donors and patient care partners, continues to amaze our community.

da Vinci[®] Robotic Surgery System

This revolutionary and minimally invasive technology enables surgeons to perform even the most complex and delicate procedures through a few tiny incisions with enhanced dexterity, high-definition viewing capabilities, and superior control.

The significant benefits of this advanced technology include:

- Reduced risk of infection
- Minimal scarring
- Less pain
- A shorter hospital stay
- A faster recovery



TORTUGA BY THE NUMBERS:

- Nearly 700 guests showed their support for improving health care in Merced
- \$347,000 in event sponsorships
- 83 sponsors
- \$8,000 in general donations

Thank You Sponsors!

Amie Marchini's Senior Care
Walt and Barbara Adams
Melissa Asato, Baljinder Chima, and
Christine Gallagher
Bandoni Land & Realty and Favier Farms
Bear Creek Anesthesia Medical Group
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Because of your support and generosity,
more than \$355,000 was raised for
Surgical Services at Mercy Medical Center.

EVENT PHOTOS

Tortuga's Follies

Nearly 700 guests weighed anchor at Mercy Foundation's A Night in Tortuga Gala. Revelry and merriment was enjoyed by all!



Above: A great looking group of guests who set their sails for A Night in Tortuga. Left to right: Bob and Kim Rogina, Frank and Conchita Swiggart, Elizabeth Meza, Mike Salvadori, and Jim and Tracey Gibson **Below:** Guests enjoyed perfect weather and a dazzling ambience throughout the entire evening. **Top Right:** Mike and Lori Gallo pose for a photo with exotic parrots and a swashbucklin' pirate. **Middle Right:** Stacey Roduner and fiancé Bob McCormick strut their stuff - looking good you two! **Bottom Right:** Volunteers of Mercy: Rosa Johnson, Sally Strasser, Maggie Salles, and Donna Plagenza enjoying the evening in Tortuga.





Above: Foundation Board and Associate Board members - Tortuga's true treasures! **Middle left:** Betty Stewart shows off her loot to a friendly pirate as her granddaughter looks on. **Bottom Left:** Foundation Board member Marilyn Reese gets in a good laugh with one of Tortuga's buccaneers. **Right:** Left to right: Rebecca Cates, Rosa Smith, April Zinser, and Carol Madruga having a blast. **Middle Right:** Ada Kirchgessner and Vicki Bandoni looking fabulous in their pirate wear. **Bottom Right:** Clockwise from top left: Crystal Aguilar, Marianne Shaw, Kim Brown, Jordynne Brown, Philip Brown, and Cesar Aguilar pose for a photo in front of Tortuga's very own 35' pirate ship.





Celebrate a life

Give the perfect gift this **season...**

Celebrate a baby's birth, **someone's recovery**,
honor a friend, **family** member, or **health care** provider
with an **ornament** on one of our **Christmas trees**.

Tuesday, December 5, 2017

Benefiting Mercy Cancer Services

5:30pm - Reflection Ceremony & Tree Lighting

Mercy Cancer Center • 3850 G Street

6:00pm Caroling Performance & Refreshments

Mercy Medical Center - main lobby • 333 Mercy Ave

For more information, visit our website at supportmercymerced.org
or call the Foundation office at 209.564.4200.