

MARSHALLTOWN MEDICAL & SURGICAL CENTER FOUNDATION

*Building a Foundation
for Cardiovascular Care*



It all comes back[™]
to you



Dear Friends:

MMSC takes pride in its broad commitment to the community. Our responsibilities extend beyond our role as a health care provider. We are also a major provider of jobs and a catalyst for community and economic development, a partner in various diverse community endeavors, and a community leader.

Despite all of our achievements, the hospital stands at a crossroads. Like many health care institutions, MMSC faces challenges to continue providing the highest quality health care services for those we serve. To meet these challenges, MMSC must keep pace with dramatic and ever-changing advances in medicine and medical technology.

To better meet the needs of those we serve and to position MMSC for the future, we have moved forward with a new facility for expanded cardiovascular services. The new Cardiovascular Catheterization Lab at MMSC comprises the most advanced practices and technology in the diagnosis and treatment of heart disease. The MMSC Board of Trustees felt so adamant about providing this essential lifesaving service to our community that they made the financial commitment to build and equip the facility. The board had confidence that the MMSC Foundation could successfully raise these funds with the support of the community and the communities we serve. In the back of their minds, the board realized that for every year, month, or hour they wait to provide this service, people will die from cardiac complications due to delayed treatment.

This campaign marks the first time in forty-five years that MMSC has reached out to the community for significant financial support.

In order for MMSC to continue to expand and provide the most advanced health care possible, we now need your help. We hope you will choose to help MMSC take this important next step in enhancing health care for those we serve. We welcome your comments and invite your support.

Sue Martin
President, MMSC
Foundation

Bob Stahlin
President, MMSC
Board of Trustees

Rob Cooper
CEO,
Marshalltown
Medical &
Surgical Center

**Campaign
Co-Chairs**

Mike & Jennifer
Miller

Joel & Sharon
Greer

A proud past. A bright future.

On March 30, 1913, the Evangelical Deaconess Society was founded in Marshalltown, Iowa by the Rev. Karl Rest. In 1914, the first patient was admitted to the Evangelical Deaconess Home and Hospital, today known as Marshalltown Medical & Surgical Center (MMSC). Today MMSC is the only full service medical center in our area. More than 60,000 residents depend on MMSC for a wide variety of health care services; around the clock emergency care, and a host of outreach programs designed to meet the healthcare needs of the community. In 1993, the hospital established the MMSC Foundation to support its mission through a program of philanthropy. Thanks to the generous support of community members, the Foundation is helping to enhance patient care services and improve the quality of life for all.



MMSC Mission & Purpose

To create and continually improve services that respond to health care needs in our community.

Our Core Values

Quality - Teamwork - Integrity - Empowerment - Compassion

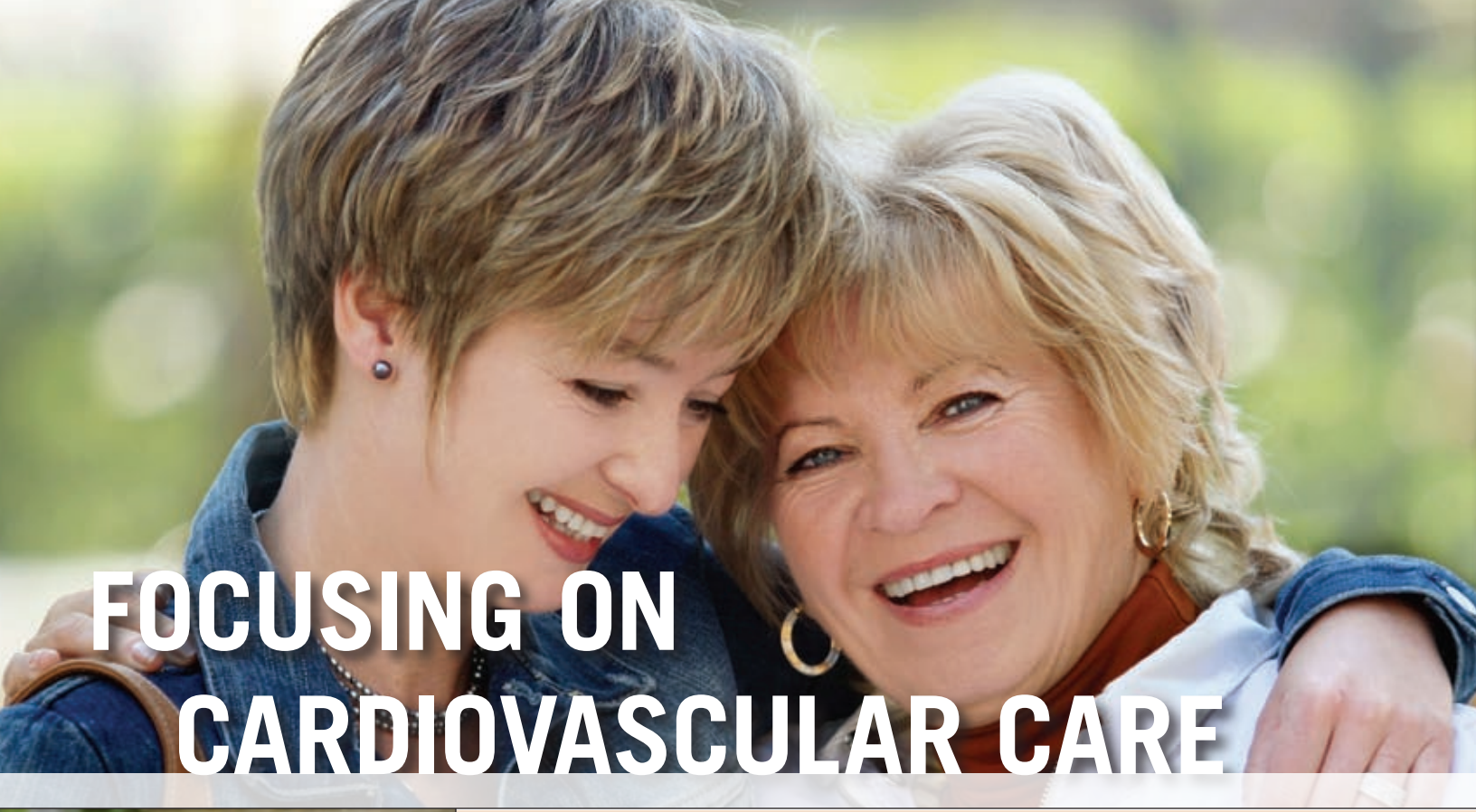
“Please consider this letter as support for the cardiac catheter service at MMSC. My father died of heart problems in the emergency room while waiting for the helicopter transport to Des Moines. It’s possible that his life could have been saved had cardiac cath been available.”

— Excerpt from one of the 600 letters of support from community members for the cath lab



The “**It All Comes Back to You**” campaign marks the first time in over 45 years that MMSC has reached out to the community for significant financial support.

It all comes back[™]
to you



FOCUSING ON CARDIOVASCULAR CARE



Heart disease is the leading cause of death for both men and women in the United States. In Iowa, heart disease is the leading cause of death, accounting for approximately 30% of the state's deaths in 2001.

- Iowa is a state of older adults.
- It ranks second in the nation in the percentage of elderly over the age of 85, and fourth in percentage of residents age 65 and older.
- To better serve our patients, MMSC became the first medical center in Iowa to purchase a GE LightSpeed VCT Scanner. This exciting technology is capable of imaging the heart in five heartbeats. The VCT Scanner captures incredible images in astonishing detail at a remarkable speed without the need for invasive diagnostics. This extraordinary tool plays a crucial role in the diagnosis of coronary heart disease.



To further enhance our ability to serve those with cardiovascular issues, MMSC has built a new facility for a Cardiovascular Catheterization Lab (Cath Lab). The next several pages describe this facility and the tremendous impact it will have on our region, the lives of those we serve and their families.

Marshall County has a 23% higher mortality rate from coronary heart disease than the state average.

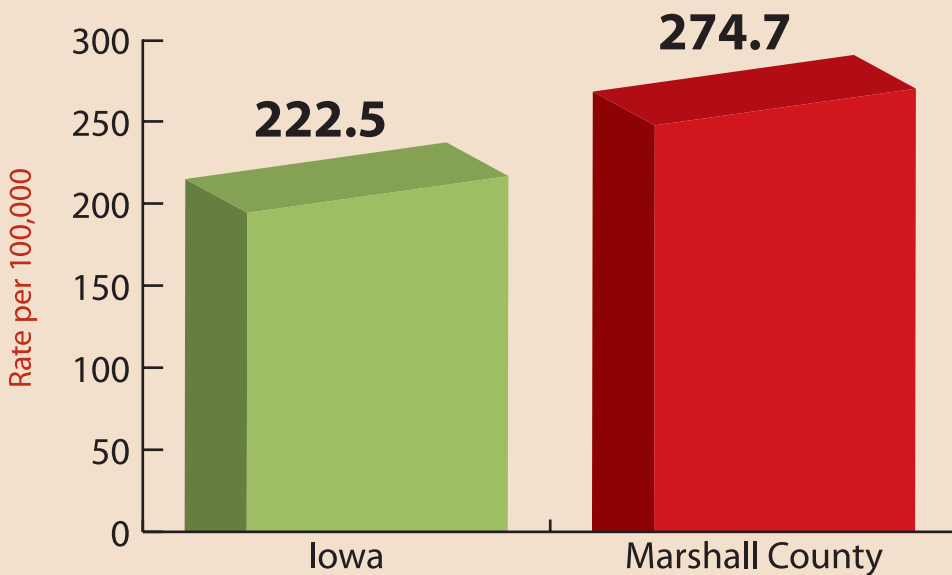


Summary of needs

More people in the United States require hospitalization for cardiology services than for any other reason. Because the hospital did not offer cardiac catheterization — one of the most important procedures for diagnosing and treating cardiac illness — residents had to travel outside of the community to obtain this important service.

Iowa's population is aging. *Iowa's percentage of elderly over age 85 ranks second in the nation. And the percentage over the age of 65 ranks fourth.*

Coronary Heart Disease Mortality



Source: Iowa Department of Public Health

Cardiovascular Procedure Projections by County

County	Year 1	Year 2	Year 3
Marshall	521	529	536
Grundy	55	55	56
Tama	79	80	81
Total	655	664	673



The economic impact of cardiovascular disease on the U.S. health care system continues to grow as the population ages. The cost of heart disease and stroke in the United States is projected to be \$431 billion in 2007, including health care expenditures and lost productivity from death and disability.



IN MATTERS OF THE HEART...TIME COUNTS!

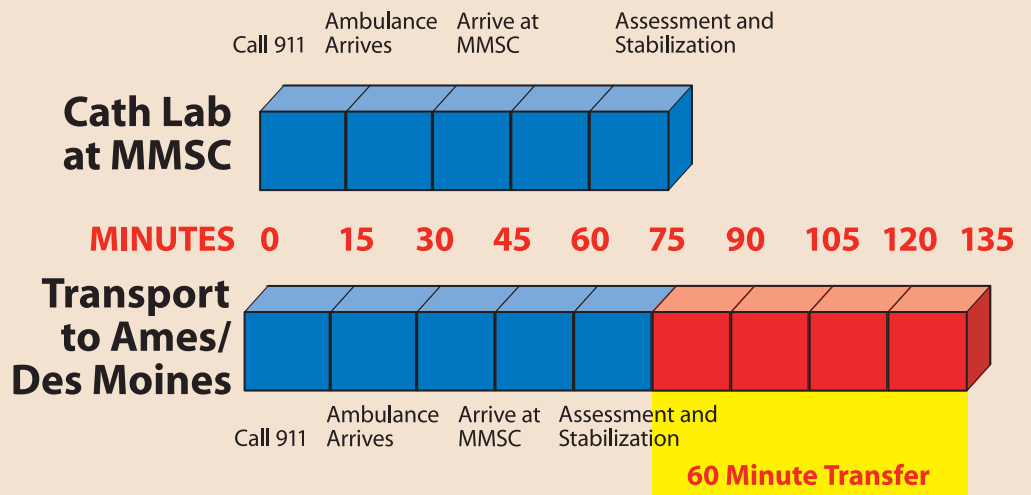


More than 927,000 Americans die of cardiovascular disease each year, which amounts to one death every 34 seconds. More than 70 million Americans live with a cardiovascular disease.

For persons experiencing a health crisis, receiving proper care as quickly as possible often makes the difference between life and death. In a cardiac crisis, the quicker a patient begins to receive care, the more likely a positive outcome.

Shown below is a comparison of transport times for cardiac patients going to Ames or Des Moines compared to transport times with the cardiovascular catheterization lab at MMSC. It's easy to see what a difference this new facility will make in the lives of those we serve.

Time Comparison: Treatment at MMSC vs. Transport to Ames/Des Moines



“Marshalltown is not only home to its citizens but is also a hub for surrounding communities. My family lives 30 miles from Marshalltown but we find ourselves there several times a week. It would be a comfort to my family to know that if another serious heart situation arose, my family would be close to cardiac care.”

“Please bring a cardiac cath lab to Marshalltown!”

“We deserve the best care possible.”

— Excerpt from the 600 letters of support from community members for the cath lab



IOWA HEART CENTER



Preparing for the future

Partnering with the best in heart care

To position MMSC for the future, we must continually raise the bar for quality medical care through strategic planning and implementation of new programs, services and technologies.

Given our population and the incidence of heart health issues in our community, state, and nation, MMSC has focused on the cardiac care area for the past several years in an effort to provide residents with state of the art health care at home. In order to do this, MMSC has partnered with the premiere cardiac care organization in the state: The Iowa Heart Center. MMSC will own the Cardiovascular Cath Lab facility and contract with the Iowa Heart Center to provide clinical and management services to the Cath Lab.

Since its founding as a one-physician practice in 1970, Iowa Heart Center's focus has remained the same: to provide quality, leading-edge, compassionate care to its patients and their families. That dedication to being the best has helped Iowa Heart Center grow to one of the premiere cardiology, vascular and cardiovascular surgery practices in the nation.



According to the Centers for Disease Control, heart disease and stroke — the principal components of cardiovascular disease — are the first and third leading causes of death for both men and women in the United States, accounting for nearly 40% of all deaths.

“Your letter was like an answer to a prayer. I have long been worried about a reoccurrence of my heart problem. I think a heart center at Marshalltown Medical Center would be so wonderful. Having a heart attack is scary enough, but to have to leave your comfort zone makes it much worse. Please bring the heart center to MMSC. I know it will save many lives and bring comfort to patients and families.”

— *Excerpt from one of the 600 letters of support from community members for the cath lab*



Benefits of raising the funds

- With the addition of the Cardiovascular Catheterization Lab in Marshalltown, patients will no longer need to be transported to hospitals in Ames and Des Moines — 24/7 cardiovascular services are available here at MMSC.
- Every minute counts when a cardiac episode occurs. The new facility allows patients to receive leading-edge cardiac care much sooner and closer to home.
- Families of patients who require cardiac treatment will be able to remain close to loved ones at a very stressful time, helping the patient’s recovery and easing the family’s anxiety.
- The Cath Lab aids the medical community in Marshalltown, and surrounding communities, to retain excellent physicians and attract additional specialists to provide an even broader scope of treatments and advanced care.
- The Cath Lab facility creates the flexibility that enables the hospital to adapt to advances in technology in the years ahead.
- At MMSC we are acutely aware that our responsibilities extend beyond our role as a healthcare provider. MMSC is a major provider of jobs and a catalyst for community and economic development. These new services not only elevate our medical community to a new level, they enhance our entire community, and position it for future growth.

Frequently Asked Questions:

Who owns the Marshalltown Medical & Surgical Center (MMSC)?

MMSC is a 501(c) 3 not-for-profit, community hospital. MMSC is owned by the communities it serves, and is governed by a citizens' Board of Trustees.

How is MMSC funded?

MMSC is funded strictly by the revenues from services provided. MMSC does not receive any city or county funding.

What is the role of the Marshalltown Medical & Surgical Center Foundation?

The MMSC Foundation supports Marshalltown Medical & Surgical Center's mission of creating and continually improving health care services that meet the needs of the communities we serve through a program of philanthropy.

The Cardiovascular Catheterization wing has been built. Why do a fundraising campaign now?

The MMSC Board of Trustees felt so strongly about providing this essential lifesaving service to our community that they made the financial commitment to build and equip the facility. The board had confidence that the MMSC Foundation could successfully raise these funds with the support of the communities we serve.

Is the Iowa Heart Center contributing any funds for the facility?

Due to new federal regulations barring certain types of joint financial ventures, Iowa Heart will not be contributing any funding for the Cath Lab facility or equipment. MMSC has contracted with Iowa Heart to provide clinical and management services to the Cath Lab.

How will MMSC support the new facility?

It will be supported by revenues from services provided to members of our community just as any other service at MMSC.

Who will manage the Cath Lab?

MMSC has contracted with the Iowa Heart Center to provide clinical and management services to the Cath Lab. MMSC staff will also aid in the operations of the Cath Lab. Iowa Heart Center will employ the physicians that will perform procedures in the Cath Lab. Other members of the Cath Lab Team are employed by MMSC.

How can I contribute?

Simply complete the pledge card included with this publication and return it in the postage paid envelope. For your convenience there is a safe, secure way to make your gift online at www.everydaychampions.org under the General Information tab, then click on Foundation.



Cardiovascular Cath Lab Naming Opportunities

Naming of the New Addition*

A gift of \$1,000,000 or more

Cardiovascular Wing

A gift of \$500,000

Cath Lab (Procedure Room)

A gift of \$100,000

Recovery Room

A gift of \$75,000

Waiting Room

A gift of \$50,000

Nurses Station

A gift of \$50,000

Consultation Room

A gift of \$20,000

Exam Rooms (3)

\$10,000 each

The above naming opportunities will be recognized with a bronze plaque to be displayed appropriately.

**This naming opportunity will be prominently displayed on the exterior of the building.*

Summary of Project Costs

New MMSC Addition	Entire Bldg.	Cardiovascular Cath Lab (2nd Floor Only)
Construction-3 floors	\$2,250,000	\$750,000 *
First Floor-6,000 sq. ft. Finished	650,000	
Second Floor-6,000 sq. ft. Finished	650,000	650,000
Third Floor-6,000 sq. ft. Finished	650,000	
Site Work & Demolition	350,000	116,000 *
Architect & Engineering	382,000	127,000 *
Contingency	224,000	74,000 *
Admin Costs	11,000	3,000 *
Building Total	\$5,167,000	\$1,720,000
Cath Lab Equipment	1,600,000	1,600,000
Total	\$6,767,000	\$3,320,000

CAMPAIGN GOAL

\$1,600,000

*Indicates one-third of the estimated project costs.


Gifts and/or pledges may be extended over a period of three or five years.


These funds will be used to help minimize the amount of MMSC reserve funds used to construct and equip a new cardiovascular catheterization laboratory. **The MMSC Board of Trustees made the commitment to build the cath lab immediately knowing that every year they waited, lives would be lost.** This investment responds to the community's overwhelming demand for cardiac services. Your investment will ensure that all patients, for generations to come, can benefit from the latest medical techniques and technologies.


Levels of Giving Required to Secure the Goal of \$1.6 million


# of Gifts	Gift Value	Amount
1	\$200,000	\$200,000
1	\$150,000	\$150,000
2	\$100,000	\$200,000
2	\$75,000	\$150,000
4	\$50,000	\$200,000
6	\$25,000	\$150,000
8	\$15,000	\$120,000
15	\$10,000	\$150,000
25	\$5,000	\$125,000
40	\$2,500	\$100,000
55	\$1,000	\$55,000
Campaign Goal		\$1,600,000
<i>Many gifts of up to \$1,000</i>		


Contributor \$1,000 - \$4,999
Benefactor \$5,000 - \$9,999
Major Benefactor \$10,000 - \$24,999
Patron \$25,000 and up


 Gifts may be made in cash, securities or transfers of stock.

 Pledges are encouraged and may be extended over a period of three to five years.

 Matching gifts through your employer or spouse's employer can double, even triple your gift.

 Your gift may be in honor or in memory of a loved one.

 If you are 70-1/2 years of age, you can elect to use the distribution from your IRA and take advantage of the Pension Protection Act before December 31, 2007.

 Your gift to the MMSC Foundation is tax deductible, as allowed by the current law.

MMSC Foundation Board/Staff

Sue Martin – President
 Mary Ellen Tye Foundation
 Marshalltown, Iowa

Bill Grabe – Vice President
 CGA Consultants
 Marshalltown, Iowa

Kevin Hitchins – Secretary/Treasurer
 Attorney at Law
 Marshalltown, Iowa

Mary Curley
 Mary Katherine's Bridal, Prom
 & Tuxedo
 Marshalltown, Iowa

Rob Cooper, CEO
 Marshalltown Medical
 & Surgical Center
 Marshalltown, Iowa

Jane Gallentine
 Community Leader
 Conrad, Iowa

Erma Meyer
 MMSC Auxiliary President
 Marshalltown, Iowa

Carol Hibbs
 Marshalltown Community
 YMCA/YWCA
 Marshalltown, Iowa

Jim Goodman
 Attorney at Law
 Marshalltown, Iowa

Floyd Harthun
 Community Leader/Former Mayor
 Marshalltown, Iowa

John Kavalier
 State Bank of Toledo
 Toledo, Iowa

Susan Knapp
 Certified Public Accountant
 Marshalltown, Iowa

Bob Lewis
 UAW Representative
 Marshalltown, Iowa

Jill Lutes
 Emerson Process Management
 Marshalltown, Iowa

Gary Peasley, M.D.
 Medical Staff President
 McFarland Clinic
 Marshalltown, Iowa

Kileen Rezac
 AIG Financial Advisors
 Marshalltown, Iowa

Jerry Young
 Pinnacle Bank
 Marshalltown, Iowa

Liz Zuercher – Executive Director

Valerie Ruff – Development Specialist



It all comes back[™]
to you

For more information, call 641-753-2712.



3 SOUTH 4TH AVENUE | MARSHALLTOWN, IOWA 50158 | 641-753-2712

www.everydaychampions.org