



Questions & Answers

Q. What is *Sharing the Vision*... the Campaign for Hugh Chatham Hospital?

Sharing the Vision is the name that has been given to the largest capital fund raising campaign in the history of Hugh Chatham Memorial Hospital. It is based on the philanthropic history that has always existed at this hospital. It builds upon the generosity of many of the families who provided the land and the funds required to establish Hugh Chatham Memorial Hospital.

It is now our time to provide the support that will create the new Hugh Chatham Memorial Hospital to serve us and generations to come. We are establishing the vision of what excellent community healthcare can be.

Q. Who is conducting this campaign?

Following a lengthy and detailed strategic planning process, the hospital's Board of Trustees developed a vision of how best to serve the healthcare needs of the citizens of this region. It then called on the Foundation Board of Trustees to partner with them to make this vision a reality. The Foundation Board of Trustees is conducting the *Sharing the Vision* campaign to help support this unique vision.

Q. What is HCMH's role in the community?

Hugh Chatham Memorial Hospital is the largest employer in our community and a vital resource for every family in the region. Even those who have never needed our services know their hospital is here, waiting to serve them, in their time of crisis – today, tomorrow, or in years to come.

Q. Why is HCMH's need greater than other groups who are trying to raise money?

Each worthwhile cause serves a select portion of the community's population, such as a faith-based group, age group, economic strata, or persons interested in historical preservation or artistic pursuit.

Your hospital serves everyone in the community, including all of the above groups. The current growth, modernization and enlargement of your hospital, represented by the capital improvement projects you see, respond to community-wide demands for new, improved services and facilities.

Q. If I want to know more about the campaign or how to make a pledge, whom should I call?

Hugh Chatham Memorial Hospital's leadership operates with an open door policy. Should you have additional questions, feel free to call Jeannette Hendrick, Executive Director of the Foundation at 527-7457, or Stephen Pennington, CEO at 527-7312. You may also wish to speak with any of our campaign volunteers.

Q. How does *Sharing the Vision* benefit me?

This campaign will benefit you in many ways. Should you, your family or friends need healthcare in the future, you will find the best in this region, at Hugh Chatham. If you are a resident of the region you will benefit from the economic impact that we all derive from the largest employer in the area, and from the many businesses we have here because of this economic impact. If you actually work for the hospital, you will gain confidence that Hugh Chatham is becoming an even stronger, more effective provider of greatly appreciated healthcare services.

Q. Why should I give to the campaign?

We believe everybody will gain from the results of this campaign, and thus everybody should give to support it.

Q. Is *Sharing the Vision* specifically raising funds to pay for a particular project?

This campaign supports the hospital's efforts to expand the availability of quality healthcare in our region. The Foundation does not tell the hospital how to spend its resources. Its focus is on seeking financial support from those individuals who understand and support the vision the hospital Board of Trustees has developed to provide the best healthcare for its patients.

Q. What is the overall scope of the projects I currently see underway?

The highlights of the hospital's current program of capital improvements include:

- Sixty-one new private patient rooms
- An enlarged and improved emergency department
- New operating facilities for Cesarean births
- Improved facilities for cardiology
- Updated equipment in oncology
- Improved management information systems

- Expanded digital imaging
- Vastly improved intensive care facilities
- Greater availability and convenience of our parking facilities.

When these projects are completed, Hugh Chatham Memorial Hospital will have added \$50 million worth of new healthcare facilities to your community. Of this amount, the Board of Trustees decided that it was prudent to take 10% of this amount from the hospital's reserves, conduct a campaign for an additional 10%, and borrow the remaining 80%.

Q. What happens if we do not achieve the anticipated goal?

While we have every confidence in the potential success of the *Sharing the Vision* campaign, any shortfall in income from the campaign will need to be made up from the other two sources of funding.

Q. What is the time frame of the campaign?

This campaign is currently underway and we anticipate its conclusion early in 2010.

Q. Are there other competitive campaigns going on at the same time?

Every community always has a number of good causes seeking funding through capital campaigns. While we support their efforts, our focus is on the *Sharing the Vision* campaign because it is the campaign for Hugh Chatham Memorial Hospital.

Q. Is a pledge binding?

Pledges are moral commitments.

We hope that those who make pledges do so with every intention to fulfill their obligations. If someone's personal circumstances change, we hope they will discuss any pledge adjustments with us.

Q. I have limited financial resources and my cash flow is very important to my family. Is there any way I can make a gift given my circumstances?

Yes. Perhaps you have other assets which do not contribute to your cash flow such as real estate, non-dividend stocks, or art. These make excellent gifts to a not-for-profit organization like Hugh Chatham Memorial Hospital. Please feel free to discuss your circumstances with a member of the Foundation staff.

Q. I am already pledging to other campaigns, but I want to give to the hospital. How can I do both?

Timing of financial gifts is always important. If you would like to make a pledge to the campaign, but delay payment until you have completed other obligations, we can arrange for this. Please feel free to discuss your circumstances with a member of the Foundation staff.

Q. Why seek pledges rather than cash contributions?

We have found that by allowing our donors to make a pledge payable over a number of years, they can make a larger gift than if they needed to pay their gift all at once.

Q. How much time do I have to complete payment of my pledge?

We hope that our donors can complete their pledges within a three-to-five-year period.

Q. Will I be notified when my pledge payments are due?

The hospital's Foundation can provide pledge reminders and payment notifications on a monthly or yearly basis, as you prefer.

Q. How much should I give?

The amount of your gift is your decision.

The expansion project being supported by the *Sharing the Vision* campaign is an extraordinary undertaking by the hospital. It will require extraordinary contributions to achieve success. Some might suggest that you should give until it hurts. We suggest you give until you feel good. And, the more you give, the better you will feel.



Q. How much of my gift will be used for administration and fundraising costs?

None. 100% of your gift will support the campaign's projects. All expenses of the *Sharing the Vision* campaign are provided through the regular budget of the hospital. We have even received donations to cover any unforeseen expenses.

Q. Is my gift tax deductible?

Both Hugh Chatham Memorial Hospital and its Foundation are tax-exempt 501 (c) 3 organizations. As such, all gifts to them are tax deductible to the full extent of current law. If you have concerns because of your personal tax circumstances, we suggest you consult your accountant for advice.

Q. What types of gifts are appropriate during the campaign?

Gifts of cash are always welcome, but securities, especially those with long-term gains, make excellent tax-wise gifts. Real estate and other highly appreciated assets are also welcome. On occasion, individuals and corporations have the ability to provide an in-kind product or service needed by the hospital. These make excellent gifts as well.

Q. Can my gift be directed to a particular project, facility, or service?

We would prefer that your gift be available to support any or all of the campaign's projects as needed. However, if there is a particular area of the hospital of which you are especially fond, of course you can request that your funds be used in that area.

Q. What recognition opportunities are available to me?

All gifts to the *Sharing the Vision* campaign will be permanently recognized within the hospital, unless we are otherwise directed. In addition to this recognition, gifts above \$5,000 will qualify for special recognition. A number of significant naming opportunities are available and are discussed in another area of this brochure.

Q. Will dollars raised in the capital campaign go into the pockets of doctors?

This campaign will help provide new facilities; it does not impact the payroll in any way. The end result may be that the income of some physicians may increase; however, this is only because they will be serving more patients because of newer efficiencies.

Q. How does someone give without feeling his or her gift is too small?

Please understand that no gift is too small. While we are, of course, looking for large gifts, we understand that not all can make these large gifts. We appreciate each and every gift and certainly thank you for your well thought out gift regardless of the amount. If you are satisfied that your gift represents your ability to support this campaign, we thank you.

Q. Who is involved in this campaign? Who are some of the people I respect that have signed on to help?

Many of your neighbors are involved with the *Sharing the Vision* campaign. Many are identified in other areas of this brochure. If you would like to volunteer, please contact the HCMH Foundation office at 527-7457.

Q. How does the hospital fund its daily operations?

Hugh Chatham Memorial Hospital is a community-owned hospital governed by a board of local citizens and, thus, it receives no direct tax support from the area it serves. The hospital funds its daily operations from a number of sources. These include patient revenue, payments from health insurance companies, Medicare and Medicaid reimbursements from the state and federal governments, and philanthropic gifts.

Q. I pay my bills to the hospital, why should I give anything more?

All who receive care from Hugh Chatham Memorial Hospital are billed for their care. Many of us are fortunate to be able to pay this bill; others are not so fortunate. Regardless of ability to pay, the need for healthcare is often acute. Hugh Chatham, as a community hospital, will always provide care to those in need.

We believe those of us who are fortunate enough to be able to support the growth of this hospital through gifts to this campaign should do so. These gifts will improve the lives of all who are touched by Hugh Chatham Memorial Hospital.



Q. Why not just pay for these capital improvements from your reserves or by borrowing more money?

Hugh Chatham Memorial Hospital is a successful hospital. Through the prudent leadership of its board and administration, the hospital is fortunate to have an appropriate level of cash reserves. These reserves provide the hospital with the borrowing power to seek outside funding for most of the cost of the needed expansion of facilities and services we are undertaking.

It also provides the hospital with needed operating funds to maintain its ongoing operations regardless of any variation in income that may happen due to disasters and possible governmental shortfalls. The hospital is required by its lenders to maintain a significant level of reserves.

Q. How many people are impacted by HCMH each year (ER, inpatient, outpatient, community education, community outreach, etc.)?

Hugh Chatham Memorial Hospital touches more lives each year than any other institution or organization in our region. Over the past three years, our admissions have averaged nearly 4,000 each year, and this year we expect that number to exceed 4,800.

It is no surprise to anyone that last year over 23,000 people visited our Emergency Department, and this year that number is expected to reach 25,000. These numbers are staggering and Hugh Chatham Memorial Hospital is stretching to keep pace with the demand for increased community-based healthcare services.

Q. I've heard that HCMH has a "national reputation" for quality care — what's that based on? Why should I care?

Our reputation for quality care is based upon both the experiences of our patients (as surveyed by national agencies) and from comparisons with similar hospitals throughout the nation.

Additionally, we are judged by state and federal agencies on a number of standards, including length of stay, infection rate, adherence to nationally acceptance procedures, and numerous other measures of quality.

Our reputation for quality is important to you because it has enabled us to attract excellent physicians to our community to serve all of us. Our reputation for quality should give you and your family confidence in the care you receive at a time when you ask Hugh Chatham Memorial Hospital for help.



Our Region's CHOICE
for TECHNOLOGY & CARE

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