



A campaign for a
comprehensive
Breast Care Center at
Mercy Regional
Medical Center



The Campaign

- ◆ Mercy Health Foundation is engaged in a \$3.4 million capital campaign to provide our community with a new breast care center
- ◆ A new facility will be built which will be located in the Mercy Medical Plaza with a first floor entrance
- ◆ Facility construction, furnishings and aesthetics ~ \$1.1 million
- ◆ State-of-the-art technology ~ \$2.3 million

Mercy Health Foundation
1010 Three Springs Blvd. Ste. 108
Durango, Colorado 81301
Phone: 970-764-2800
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To schedule a mammogram: 970-764-2200, Option 1

www.mhffnd.org or www.mercydurango.org

Mercy Health Foundation (MHF) is a non profit organization which supports patients and families in need of care at Mercy Regional Medical Center. The foundation supports the hospital's mission to enhance the health of the individuals and communities it serves through promotion and distribution of philanthropic gifts. The monies are managed and distributed by the Foundation Board of Directors.

Yes, Ma'am

I/We would like to help save lives and keep the care close to home with a new Breast Care Center at Mercy.

I/We would like to support the Breast Care Center with my/our gift.

Building Project \$ _____

Diagnostic/Screening Equipment \$ _____

*I/We would like to pledge our
payment of \$ _____ for 2007- to be paid _____
payment of \$ _____ for 2008-to be paid _____*

From: _____

Address: _____

City/State/Zip: _____

Make checks payable to: Mercy Health Foundation
1010 Three Springs Blvd.
Durango, CO 81301

Mercy Regional Medical Center and Mercy Health Foundation are a qualified Enterprise Zone Project. This means that a cash gift of \$100 or more is eligible for a 25% state tax credit in addition to a federal tax deduction.

*Please contact Karen Midkiff (970) 764-2804
E-Mail karenmidkiff@mercydurango.org*

or

*Joy Hess (970) 764-2802
E-Mail joyhess@mercydurango.org*

*for further information about
Mercy Health Foundation or other hospital programs*

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Advancing Breast Care for our Region

The Project

Building a comprehensive Breast Care Center for the region and the purchase of the latest, cutting edge technologies

- ◆ Digital Mammography
- ◆ A dedicated radiology reading room
- ◆ A breast ultrasound machine
- ◆ A laboratory tissue staining system
- ◆ Refined stereotactic breast biopsy capabilities
- ◆ MRI and Breast Coil
- ◆ A new 3,500 sq. ft. Breast Care Center where all services can be provided in one location

Additionally:

- ◆ Keeping care close to home – patients should not have to travel for diagnostic services
- ◆ Provide the most highly qualified staff
- ◆ Provide comprehensive care conveniently *all under one roof*
- ◆ Provide the best equipment available today
- ◆ Create a self sustaining facility
- ◆ Provide an atmosphere promoting wellness and prevention
- ◆ Create a non-clinical environment complemented by art and aesthetics

A \$3.4 million campaign

An Element of Urgency

- ◆ Early detection of breast cancer is crucial
- ◆ The use rate for mammograms for La Plata County is below the state-wide average
- ◆ Digital mammography is the most progressive screening and diagnostic service and is not available at Mercy at this time
- ◆ Breast MRI is an effective diagnostic and interventional tool and is currently not available at Mercy at this time
- ◆ Many of the lab tests for breast cancer are having to be sent out of state, taking 5-7 days for results
- ◆ Bringing all of the diagnostic services together in a single location will provide a comprehensive program for the women in our region and increase the rate of early detection
- ◆ Women will no longer have to travel for many breast care services
- ◆ Men can get breast cancer too

Mercy Regional Medical Center's Mammography Center enhancements to date:

- ◆ *Expanded hours*
- ◆ *Registration now at the center*
- ◆ *Lab tissue staining equipment is now*

History

In 1882, the Sisters of Mercy, led by Mother Mary Baptist Meyers, rallied around a vision that Durango needed a hospital. Performing daily acts of charity, they built a splendid stone hospital with \$6,000 and a donation of land where anyone rich or poor and with any affliction could receive the most compassionate care. Before running water, electricity and motor vehicles, these bold women saved lives, tended to small pox patients, delivered babies and took in orphans. In order to continue their good works, fundraising started the day after the Sisters came to town. They would ride burros to the mines and ask for money from the miners. As one sister commented, "We've been very fortunate over the years to live in a very generous community."

In 2006, our ever growing, progressive community of Durango Colorado opened its doors to a life changing event - the completion of an 82 private room, 212,000 square foot, state-of-the-art hospital with additional, spectacular, unique features. Our community stepped forward to be part of a once in a lifetime historic event through donations that profoundly touched the lives of our friends, family and neighbors.

Mercy Health Foundation continues the journey the Sisters began through new projects such as the Breast Care Center. Mercy Regional Medical Center and Mercy Health Foundation have been greatly honored to have our community continue a legacy which supports the vision of the bold Sisters to forge new medical frontiers.

An Important Cause

- ◆ All of us have known someone, a family member, a friend or neighbor who has been diagnosed with breast cancer
- ◆ A woman's chance of developing cancer in her lifetime is 1 in 8
- ◆ Mercy now performs more than 6,700 mammograms each year
- ◆ A new breast cancer is diagnosed in the U.S. every 2-3 minutes
- ◆ Mercy and their staff currently hold the highest certification possible
- ◆ 435 patients were diagnosed with breast cancer at Mercy over the past 6 years
- ◆ No one is ever denied services at Mercy
- ◆ Thousands of women are diagnosed with breast cancer each year. This includes mothers, wives, friends, sisters and daughters - every woman from every walk of life. Statistics are staggering concerning every person affected by breast cancer
- ◆ Breast cancer is the 6th leading cause of death for women in the U.S.

Breast Care Center Named Gift Opportunities

Breast Care Center Naming	\$1.5 million or more
Reception Area	\$750,000
Waiting Area	\$500,000
Ultrasound Room	\$250,000
Mammogram Rooms (2)	\$250,000 per room
Biopsy Room	\$250,000
Water Feature	\$100,000

All gifts of \$1000 or more will be recognized on the Mercy Health Foundation Donor Recognition Feature in the main lobby.

Yes Ma'am is the campaign theme because

It's yes to

- ◆ mammograms
- ◆ first class customer service
- ◆ cutting edge technology
- ◆ healthy life styles
- ◆ getting through a scary and sometimes a difficult time
- ◆ the next step
- ◆ comprehensive care having it all under one roof
- ◆ being in charge
- ◆ keeping care close to home
- ◆ confidence in our highly qualified staff
- ◆ convenience
- ◆ not having to travel
- ◆ best equipment available today to screen and diagnose breast cancer
- ◆ self sustaining facility

With your help...

- ◆ The joy of knowing you have helped save lives and truly promote the good health of women in our community
- ◆ Provide a regional service for women while attracting quality staff and physicians
- ◆ Keeping women's services in town for *all* women
- ◆ Giving families the knowledge of security that the best equipment and services are available
- ◆ Named gift opportunities

Please help us

Build the Dream

Mercy Health Foundation

Breast Care Center Timeline

June 2006	Mercy Regional Medical Center opens new hospital
October 2006	Keeping women in our town for diagnostic breast care services was identified by community leaders
January 2007	Element of urgency set forth by hospital and foundation boards to build a new Breast Care Center to save lives and house new technologies which will detect breast cancer
July 2007	Mercy Health Foundation announces \$3.4 million capital campaign for new Breast Care Center
August 2007 to March 2008	Quiet campaign phase with Leadership and Major Gifts confirmed
March 2008	Public campaign phase to engage all of the community in this important project
June 2008	Breast Care Center facility building begins
January 2009	New Breast Care Center opens