



Foundation News

Our Mission

To provide charitable resources and philanthropic innovation to support the continued improvement of health of the people of this region.

Our Vision

To be a leading authority in health care philanthropy and a principal charitable partner for community-based, non-profit health and wellness collaborations.

Our Pillars of Success

People

To represent the interest of our donors, the cause of philanthropy and the enhancement of volunteerism

Service

To implement and support programs designed to improve community health, health education and research

Quality

To assist the NMMC organization in its vision to become the nation's best patient centered health care provider

Financial

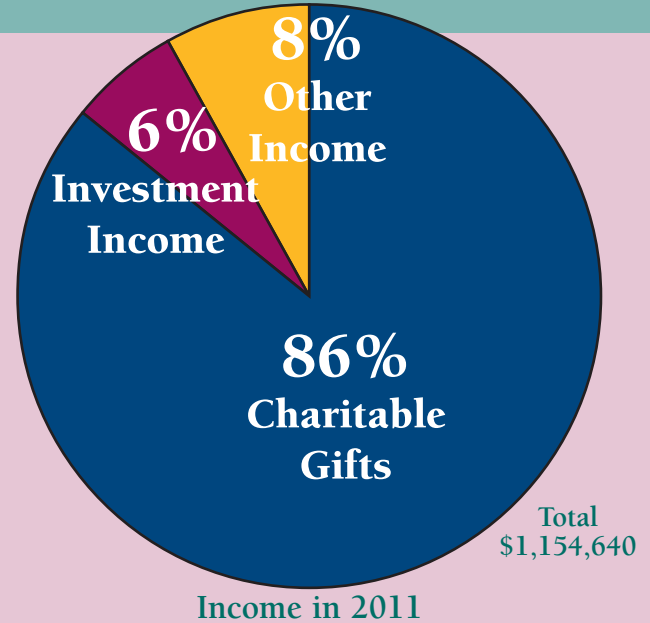
To prudently manage and invest HCF assets

Growth

To develop and initiate plans to increase philanthropic gift support

Our Board of Directors

- | | |
|-----------------------------------|---------------------|
| Dick White, M.D., Chairman | Paul Haynes |
| Rich Heyer, M.D., Vice Chairman | John Heer |
| Leighton Gibens, Secretary | Benton Hilbun, M.D. |
| Bruce Toppin, Assistant Secretary | Mickey Holliman |
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| Tom Foy | James Threadgill |
| Barney Guyton, M.D. | Betty Trulove |



Centre Club

Loyal support by HCF Centre Club members – donors of \$100 or more – continues to sustain the Foundation's ability to provide charitable resources for programs and services that improve the health of the people of this region. NMMC employees and physicians are our largest group of Centre Club donors. Of the 2,411 giving club members during 2011, more than 90 percent are NMMC employees and other medical professionals.

HCF Fundraising Expense

HCF's expense for raising funds is primarily associated with printing, mailing, special events, consulting, service fees and recognition. The Foundation's cost to raise funds during 2011 was an extremely efficient 9 cents per dollar of revenue.

A portion of HCF's unrestricted funds and investment income is used to offset fundraising expenses, allowing 100 percent of all donations to be used for their intended purposes. Staff salaries and office support expenses are provided through NMHS as an additional community benefit.

How HCF Donations Are Used

Community Wellness - \$324,730

As the charitable entity for the NMMC system, HCF exists to assist efforts to improve the health of the people of this region. The Foundation works in partnership with NMMC departments to fund many needed community health and wellness projects. HCF also provides financial assistance to outside non-profit health agencies. These types of support include:

- NMMC Community Health Immunization Nurses
- Camp Breathe Ezzzze Asthma Camp and Camp Bluebird
- Woman's Place Lunchtime Learning
- The Good Samaritan Free Clinic

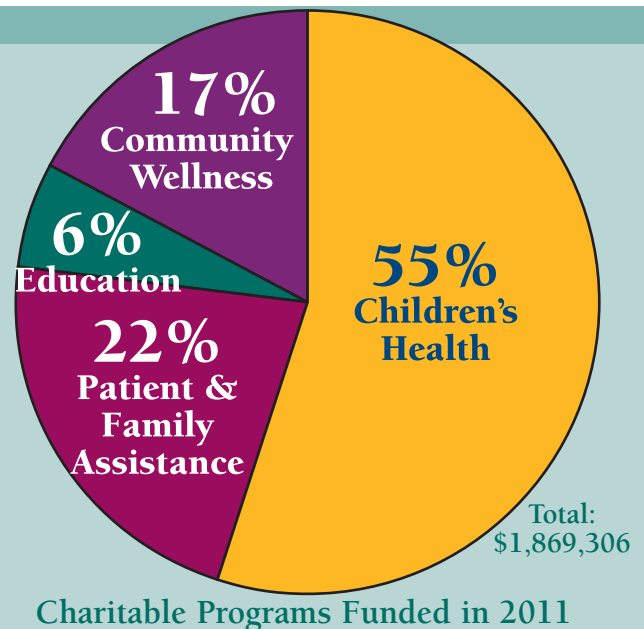
Health Education - \$103,124

Charitable support for programs that improve patient care through education and training is tremendously important to help NMMC recruit and train health care professionals, nurses, technicians and primary care physicians. Donations also provide important wellness information and health literacy programs that help individuals and communities become more informed about managing health issues. HCF assists these and other health education efforts through projects such as:

- Physician Shadowing Program
- Nurse Mentorship Academy
- College Scholarships
- Cancer Education and Awareness

Patient & Family Assistance - \$407,161

HCF is an important provider of charitable assistance for patients and families with limited financial support who are experiencing emergencies or other



unexpected life challenges. Donations for these needs help provide life-saving medications, transportation for medical treatment and additional unmet needs. Examples of support made possible through contributions to HCF include:

- Cancer, Heart, Hospice and Diabetes Patient Assistance
- Screening Mammograms
- NICU Family Support and Bereavement Services
- Good Neighbor Fund

Children's Health - \$1,034,291

The Foundation's primary funding continues to be focused on children's health. Since opening in 2009, HealthWorks! has provided curriculum-based health education to more than 75,000 students from schools throughout Mississippi and neighboring Alabama and Tennessee. Contributions for operational support of HealthWorks! allows admission fees to remain nominal, enabling students from all economic levels to attend the center.

CATCH Kids, the local charitable clinic network for children, also receives HCF funds.