

2007 WHA Foundation Board of Trustees

- ✦ Dan Hymans, President, Memorial Medical Center, Ashland, **Chair**
- ✦ Celse Berard, President, Riverview Hospital Association, Wisconsin Rapids
- ✦ Steve Brenton, President, WHA
- ✦ Lynn Frank, Vice President, Nursing, Luther Hospital, Eau Claire
- ✦ Roger Lucas, Vice President, Human Resources, Aspirus Wausau Hospital
- ✦ Ron Paczkowski, Executive Vice President, Franciscan Skemp Healthcare, La Crosse
- ✦ Tom Plantenberg, Executive Director, Friends of Froedtert, Froedtert Memorial Lutheran Hospital, Milwaukee
- ✦ Terri Richards, Executive Vice President, Saint Joseph's Hospital, Marshfield

Questions?

Contact Jennifer Frank, Executive Director

P: 608-274-1820

F: 608-274-8554

E: jfrank@wha.org

W: www.wha.org/about/foundation



WHA Foundation, Inc.
PO Box 259038
Madison, WI 53725-9038
608-274-1820
www.wha.org

082007



Support statewide
health care initiatives:

2007 Annual
Fundraising Campaign



The Focus of the WHA Foundation

The WHA Foundation, Inc. was formed in 1968 to support educational, research and charitable programs of the Wisconsin Hospital Association and its members. The Foundation focuses its grant making priorities on initiatives that have a statewide impact on health care in Wisconsin. The Foundation has developed three specific funding priorities and is developing a strong track record of supporting initiatives in each priority.

Priority: Workforce Development

WHA Foundation Scholars Program - Launched in the fall of 2003, the WHA Foundation established its WHA Foundation Scholars Program for students in their final semester of a two-year health care-related degree program at one of the 16 technical colleges in Wisconsin. The scholarships cover tuition, fees and books, to a maximum of \$2,000. A unique twist to the WHA Foundation Scholars Program is that, unlike most scholarships, it covers tuition and book expenses for the final semester of the degree program, to assist and encourage students to make that one final push toward graduation and a career in health care. Since the program started in the fall of 2003, a total of 112 scholarships have been awarded for a total amount of more than \$122,000.

Wisconsin Nurse Leader Succession Project - The Foundation awarded a \$35,000 grant for a new two-year WHA workforce initiative designed to create interest and enthusiasm for nursing leadership roles in hospitals throughout Wisconsin. This nurse leader project is one way to encourage and support great nurses working in hospitals all across Wisconsin to consider a leadership career, find peers with similar interests and start down a career path. A total of 77 nurses participated in the March 2006 program and another 65 nurses in the March 2007 program at five sessions around the state.

Priority: Health Care Quality & Safety Initiatives

CheckPoint - In 2003, the WHA Foundation provided a grant of more than \$60,000 to assist in the development and launch of CheckPoint, the public website that provides information on clinical quality measures and error prevention practices in all Wisconsin hospitals. In 2006, the Foundation approved a grant to enhance and evolve the CheckPoint website, improving its efficiency and user functionality, furthering the health care transparency agenda in Wisconsin.

Wisconsin Health Literacy Summit - The Foundation Board provided funding for the first statewide Health Literacy Summit, sponsored by Wisconsin Literacy and held in June 2007, to raise awareness of the serious issue of health literacy in our state. More than 250 health care professionals and adult literacy educators attended the free event, highlighting the issue of health literacy in our state and encouraging communication between these two key stakeholders. As a result of the Summit, a volunteer literacy consultant and volunteer health care professional were identified in each of four regions around the state, and each team will lead on-going regional meetings to continue the dialogue on this important topic.

Priority: Global Vision Community Partnership Award

The Global Vision Community Partnership Award was established in 1993, with the intention of continuing the Foundation's commitment to provide recognition and financial support to community health initiatives created in partnership with WHA members. A total of 26 Global Vision Awards have been presented since its inception, and the award includes a \$2,500 unrestricted grant for each winning organization.

The Campaign Goal and How Your Organization Can Help

In order to continue with these efforts and others, the WHA Foundation Board of Trustees has set a goal to raise \$500,000 by the end of 2008. Every contribution to the WHA Foundation is appreciated and will be recognized in print coverage of the campaign. Gifts of \$5,000 or more will receive special recognition as Champion Donors. Thank you for considering a contribution to the WHA Foundation.

2007 WHA Foundation Fundraising Campaign

Contribution Form

My organization wishes to support ongoing efforts of the WHA Foundation with our contribution of:

- \$10,000 \$5,000
 \$2,500 \$1,000
 Other: \$_____

Organization Name

Address

City State Zip

First Name Last Name

Job Title

Email

Telephone Number (with area code)

Please make check payable to:
WHA Foundation, Inc.

Send Contributions to:

WHA Foundation, Attn. Jennifer Frank
PO Box 259038, Madison, WI 53725-9038

Your contribution is tax deductible as specified in IRS Guidelines.