



Donor Impact Report



Live with Purpose Campaign Raises \$11.6M for New HallMar Village Senior Living Community

On June 24th, 2021, Mercy Medical Center celebrated the groundbreaking of the new HallMar Village senior living and care community. HallMar Village will provide a full range of housing and services for the rapidly growing population of older adults in the region. When completed in 2023, HallMar Village will be an advanced, medically integrated community – including innovative, specialized care for those living with dementia – unlike any other options available today.

HallMar Village not only fills an identified community need, it presents a transformative opportunity in senior living and memory care, and donor support is making it happen! In October of 2020, the Mercy Medical Center Foundation kicked off the LIVE WITH PURPOSE fundraising campaign for HallMar Village. This contemporary senior living community is being developed by Mercy in partnership with Presbyterian Homes & Services.

Chris and Suzy DeWolf of Cedar Rapids made a lead gift of \$2 million to the effort. Their gift is being used to create the Chris & Suzy DeWolf Family Innovation Center for Aging & Dementia, which will be located on the 42-acre HallMar Village campus. The project site is in northeast Cedar Rapids and includes the former Echo Hill Church, which after renovation, will house the Innovation Center.

Other generous gifts to the project include a \$1.5 million donation from Wayne and Nan Kocourek of Chicago, IL, a \$1 million donation from Bruce and Judy McGrath of Cedar Rapids and a \$1 million donation from John, Cindy and Bailey Bloomhall of Cedar Rapids and Naples, FL. The Hall-Perrine Foundation of Cedar Rapids is also supporting the effort with a \$1 million grant. To date, more than 180 donors have contributed gifts of all sizes to the campaign raising over \$11.6 million and surpassing the original \$8.5M goal.

The Mercy Foundation is also establishing the HallMar Village Benevolence Fund. The Foundation hopes to raise an additional \$250,000 to support HallMar's most vulnerable residents, those with limited income and those that outlive their resources. The desire is to help seniors stay in their HallMar Village homes even if their financial situation changes. With us, they can continue to receive the highest quality and most advanced care possible.



Learn more about the project and fundraising campaign at www.mercycare.org/services/hallmar-village

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Mission Statement

The Mercy Medical Center Foundation is a not-for-profit corporation organized and operated exclusively to support the mission and activities of Mercy Medical Center.



MMCF

Mercy Medical Center Foundation

Donate online at
mercyare.org/giving

FY2021 Foundation Support of Mercy Medical Center

Mercy Medical Center – Greatest Needs	\$1,000,000
Hall-Perrine Cancer Center – Equipment	\$500,000
Hall Radiation Center	\$491,347
Employee Relief Fund	\$146,099
Family Caregivers Center of Mercy	\$123,259
Room Renovations/Beautification	\$114,901
Patient Assistance	\$102,708
Hospice of Mercy	\$102,039
Cancer	\$95,120
Scholarships & Educational Trainings/Certifications	\$71,894
Unrestricted – General Funds	\$57,955
Hall-Perrine Cancer Center Endowment Funds	\$33,909
Mission Integration	\$25,000
Variety – The Children’s Charity	\$19,675
Donor Restricted Gifts to Mercy Medical Center	\$12,796
Cardiac	\$9,060
Oldorf Hospice House Endowment Funds	\$8,783
Anti-Human Trafficking	\$5,839
TOTAL:	\$2,920,384

LIVE WITH PURPOSE



DAVE MATHER

My faith motivates my support and my giving is heartfelt and personal.

I believe care partners deserve the best practices available to maximize their quality of life. I give from the heart and in memory of my wife, the love of my life.

LIVE WITH PURPOSE

The Mercy Foundation thanks the more than **180 donors** to date that have supported the **LIVE WITH PURPOSE** fundraising effort. As part of this campaign, we asked several donors to share with us what inspires their giving to Mercy and why they chose to support the HallMar Village project.



PETER & JOANN BRYANT

Giving enriches our lives.

With the support of our children, we feel fortunate to share our blessings and contribute to worthy causes. We admire Mercy and are excited to support expanded services for the elderly in our community.



KATHY GOOD

I believe in Mercy.

I give to honor the life my husband lived and to support Mercy’s innovative work with aging and dementia.



JON & DEBBIE BANCKS

We want better solutions.

Giving back and improving our community is our honor and responsibility. Our support of Mercy can offer help and hope to those with dementia, their caregivers and families.



RON & SUE OLSON

Philanthropy is a family tradition.

We believe the Mercy Foundation typifies what service to the community is all about. Support of projects like HallMar Village are essential to the strength and fabric of our community.

RECOGNITION SOCIETIES

You Have a Connection to Abraham Slimmer



Who was he? An Iowa businessman and philanthropist, Abraham Slimmer offered to match the funds raised by the Sisters of Mercy when they looked to build the original hospital in Cedar Rapids back in 1900. Mr. Slimmer realized what was possible when people come together to support a shared purpose and vision. He also knew his support could inspire others to give. Like Mr. Slimmer, your gifts are inspirational and transformative. Your support carries on the legacy of the Sisters of Mercy and is part of Mercy's heritage, connecting the past, present and future.

To show gratitude for your loyal support, Mercy has created the following recognition societies:

STEWARD OF MERCY recognizes annual giving of \$100 to \$999 and is achievable through one gift or multiple gifts*

SPIRIT OF MERCY honors annual giving of \$1,000 to \$9,999 and is achievable through one gift or multiple gifts*

**Membership is renewable each fiscal year (July 1 to June 30) with continued support.*

SUSTAINER OF MERCY is attained with lifetime giving of \$10,000 to \$49,999 and is reachable with one gift or giving over time.

FOUNDERS' SOCIETY recognition is reserved for donors making a planned gift to Mercy through a will or trust; as beneficiary of life insurance or a retirement account; or through another means -OR- with lifetime giving of \$50,000 to \$499,999, reachable with one gift or giving over time.

CATHERINE MCAULEY CIRCLE honors a prestigious group of donors whose lifetime giving totals \$500,000 or more, attainable with one gift or giving over time.

We're still telling the story of Mr. Slimmer over 120 years later. Imagine the lasting impact you too can make with your gifts to Mercy. How would you like us to tell your story?

If you're interested in making a donation to honor the memory of your loved one with an ornament on a Love Lights tree, please contact the Foundation at (319) 398-6206.



SAVE THE DATE *Love Lights*
A time of reflection, remembrance and celebration.

MONDAY, DECEMBER 6

Special thanks to our sponsor,
Murdoch Funeral Homes & Cremation Service
DENNIS & DONNA OLDORF HOSPICE HOUSE OF MERCY

www.mercycare.org/love-lights



Mercy Honors New Founders' Society and Catherine McAuley Circle Members

New Founders' Society Members

ANONYMOUS
PETER AND JOANN BRYANT
MIKE AND JO CAMBRIDGE
CHRISTINE CROSS AND MARLYN CROSS
JOE AND SUE CUNNINGHAM
LEONARD AND EVELYN DOLEZAL*
LORRIE AND BRUCE ERUSHA
DUDLEY AND WENDY FLECK
GRASK TRUCK GROUP, INC.
MINDY AND JOE KAYSER
DR. TIMOTHY AND JESSICA QUINN
MATT RISSI
VICTOR ROOT
EMMETT AND ANN SCHERRMAN
CARLTON AND MARJI TRONVOLD
DRS. DEBORAH AND JASON WILBUR

New Catherine McAuley Circle Members

DAVID C. NEUHAUS FAMILY FOUNDATION
CHRIS AND SUZY DEWOLF
HENRY AND SARA KATZ*
WAYNE AND NAN KOCOUREK
BRUCE AND JUDY MCGRATH
MERCY MEDICAL CENTER AUXILIARY
DONNA AND DENNIS* OLDORF
BILL AND KAY PITLIK*
HELEN (JEAN) AND FRANCIS (PIT) PITLIK*
JEWEL AND JAMES PLUMB JR.*
JOE* AND LYNDA SCHIMBERG
THE HALL-PERRINE FOUNDATION
HAROLD F. THEDE*
VARIETY - THE CHILDREN'S CHARITY

**Denotes deceased*

This list includes new members added between July 1, 2020 and June 30, 2021. Every effort has been made to compile an accurate and complete list. Please accept our apologies for any errors or omissions. Edits may be shared with the Mercy Foundation at (319) 398-6206 or mmcf@mercycare.org. **If interested, you may also contact the Foundation for a report on your giving history.**

Supporting Mercy is a Family Tradition

Nancy Donnelly knows too well the pain and loss caused by cancer. Her brother, young niece and sister-in-law all fought courageous battles with different kinds of cancer, each one eventually losing the fight.

Nancy and her husband Tom give to the Mercy Foundation to help other people battling cancer, and their loved ones. The Cedar Rapids couple recently became Sustainer of Mercy members, surpassing the \$10,000 mark in lifetime giving. For them, giving to Mercy is also a family tradition.

Nancy shared she didn't realize all the Mercy Foundation does to support patient care and hospital needs until she attended a recognition event with her mother Evelyn Badger. Evelyn and her husband Walter generously gave to the Mercy Foundation for more than 14 years before their deaths in 2015 and 2019 respectively.



With Evelyn's planned gift established in 2017, she was recognized by Mercy as a Founders' Society member. Evelyn created a charitable gift annuity which provided her with annual income during her lifetime. The remaining assets were then gifted to the Foundation after her passing.

Evelyn always had an interest in healthcare, according to Nancy. She once worked for Dr. Arthur Erskine, a Cedar Rapids doctor known worldwide as a pioneer in radiology and cancer research. Nancy believes this interest in healthcare, and her family's personal loss due to cancer, moved her mother to use her planned gift to establish the Walter & Evelyn Badger Nursing Scholarship Fund at Mercy in 2017.

Nancy said her own relationship with Mercy spans several decades and includes the births of two of her three sons. Tom and Nancy left the Cedar Rapids area to move to Pennsylvania in 1991. After retiring 11 years ago, the couple decided to return to Cedar Rapids to be close to their parents, who were all still living at the time.

Nancy shared another meaningful Mercy connection. Her father received in-home hospice care from Mercy in his final days. This support helped not only her father, but her and her mother too, and they were incredibly grateful.

Nancy is not at all surprised by her mother's legacy of giving. "She was always so kind and generous," Nancy said. Nancy believes her mother's generosity has influenced her own giving. It's a family tradition that Nancy is happy to continue.

Pictured Above: Tom & Nancy Donnelly

At the advice of their financial advisor, Tom and Nancy Donnelly prefer to use their IRA for charitable giving. Nancy said, "It's a very easy way to give and allows us to support the causes we care about, like Mercy."

Did you know?

A required minimum distribution (RMD) is an IRS-mandated amount of money that you must withdraw from your retirement account each year starting at age 72 (70 ½ if you turned 70 ½ before January 1, 2020).

Donors may transfer up to \$100,000 directly from an IRA to a qualified charity like Mercy. A charitable rollover gift may satisfy all or part of your RMD and provide tax advantages.



This Mercy Supporter is a True "Model" of Generosity

Victor Root loves collectible cars, model trains, and Mercy, but nothing compares to the love he still has for his wife Trudy. While Victor lost his wife of 44 years in 2004, he continues to buy her cards to mark special occasions like their anniversary and her birthday. Pictures and keepsakes on display in each room of his home in Keystone share heartwarming glimpses of their life together.

Model railroading is a passion that Victor shared with his wife Trudy. His impressive railroad layouts take up much of his basement now and include German buildings and landmarks familiar to the couple. Victor's car collection tops 400 and fills multiple display cases throughout his home. He's especially drawn to NASCAR collectibles, something he got interested in after losing Trudy. The hobby helped him through this difficult time in his life.

It was Trudy's passing that inspired Victor's first gift to the Mercy Foundation 17 years ago. Trudy received care through Mercy, eventually including in-home hospice services in her final days. Victor shared he also utilized the grief support available through hospice after Trudy's death and how helpful it was for him.

Victor himself is a prostate cancer-survivor and patient of Mercy. He is proud to state that he is 12 years cancer-free. "I love Mercy and I'm thankful for the care my wife and I received," he said. "That's why I continue to give each year."

Victor, an Army Veteran, also enjoys sharing stories of his military service. One of his favorites is the story of meeting Trudy while serving in Germany in the late 1950s. Trudy, a native of Germany, was working as a nanny for an American military family. Victor said their meeting was truly love at first sight. "I locked eyes with her in the dining area of an enlisted club,

and that was it." The couple married in 1960 and their three children were all born in Germany.

In addition to Germany, Victor's military career includes five stateside assignments and service in the Vietnam War. His final post took him to Hawaii. Victor retired from the Army after 20 years of decorated service and returned to his home state of Iowa. He spent the next 14 years working in emergency management. In retirement, Victor and Trudy found a house in Keystone with a nice yard for the gardens they had always

wanted. Victor still enjoys working in that yard and tending to his geraniums.

A servant at heart, Victor began thinking about how to leave a legacy that would benefit the health and well-being of his community. He chose to make an unrestricted planned gift to Mercy naming the Foundation as the beneficiary of a life insurance policy. His donation will help grow Mercy's "greatest needs" endowment making an impact for generations to come. When asked why he chose to make a gift of life insurance, he said, "The policy was already in place and it was an easy way to give."

Victor added, "This decision just felt like the right thing to do. I feel connected to Mercy and I know that Mercy will do good things with my gift and make a difference." Mercy thanks Victor for being a "model" of generosity.

"This decision just felt like the right thing to do. I feel connected to Mercy and I know that Mercy will do good things with my gift and make a difference."

– VICTOR ROOT



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Ann Hunter, Beth Martin and Larry Hunter

Grateful COVID-19 Patient Shares Appreciation

Ann and Larry Hunter took comfort in their daughter as source of support during Larry's battle with COVID-19. Beth Martin (middle) is a shift supervisor on the orthopedic floor at Mercy. While Beth did as much as she could from a distance, she said she felt powerless at times to help her parents, which was especially difficult for her as a nurse.

"Take COVID-19 seriously." That's the advice that Larry and Ann Hunter of Cedar Rapids share after Larry's struggle with the disease earlier this year. While the Hunters both tested positive, Larry's condition was much more serious, and the ordeal touched him deeply.

Larry broke down in tears upon returning home after his hospital stay. The reality of his three-week battle hit him hard. "He couldn't

rest or quit crying," Ann said. Larry felt compelled to write about and share his personal experience with others, and to also thank those that helped him through it. "It gave him a needed sense of closure and relief," said Ann.

Larry and Ann credit their faith and their care team at Mercy for Larry's recovery. As part of Larry's healing process, the Hunters made a Grateful Patient gift in honor of

the many Mercy departments and employees that treated Larry – the ER, the homecare and telehealth teams, the COVID-19 unit and more.

"I was so impressed with the care, the empathy, the professionalism – the whole package. These people deserve recognition for all they do, so I decided to make a donation," Larry said. "I now have a new appreciation for the *Mercy Touch*®."



The Mercy Foundation created Grateful Patient Giving as a meaningful way for patients and families to show appreciation and recognize exceptional care and care providers.

Learn more at: www.mercycare.org/giving