

Licking Memorial Health Foundation

Caduceus Society



Physicians' Charitable Giving

The Caduceus Society was created to give special recognition to physicians who support Licking Memorial Hospital (LMH) through charitable contributions. This group of leaders from the medical community continues the tradition of healthcare excellence by providing funds for the latest medical technology. They understand the importance of a high-caliber medical facility in attracting new medical professionals to our community.

Why is a charitable gift from a physician so important?

The Hospital's two most important groups for fund development are physicians and employees – the Hospital family. As community volunteers seek charitable gifts from local companies and national foundations, they are frequently asked, "What is your Hospital family doing to support LMH?" If those who earn a living at the institution do not support it, how can we expect to receive charitable support from the rest of the community?

Please know that for every dollar donated by a physician or employee, the potential exists to raise four more dollars from community members, foundations and businesses.

Why does a successful organization such as Licking Memorial Hospital need charitable gifts?

Medicare and Medicaid shortfalls, coupled with uncollectible revenue from patients who cannot or will not pay for services received, continue to take larger portions out of operating revenues. As a result, the need to offset these financial losses leaves fewer and fewer resources to replace outdated equipment with more advanced technology, or to make needed capital improvements.

When Hospital services are needed, everyone wants and expects only the best facilities, equipment and professionals. This expectation cannot be met without charitable giving.

Why does a hospital need to raise money?

LMH has a large operating budget, but is not "wealthy." It costs approximately \$3.9 million per week for LMH to meet its financial obligations. Operating gains are reinvested into the Hospital for the improvement of facilities, equipment and services which benefit our patients and the community.

The Hospital has adopted sound and conservative financial practices. However, if the Hospital were forced to rely solely on reserves, normal operations could continue for only a matter of weeks.



I already donate countless hours to the Hospital's medical committees, etc. Why should I give my money, too?

LMH is fortunate to have physicians, employees and community leaders who volunteer their time and money to carry out the mission of the Hospital for the benefit of the community. While one's time is important and greatly appreciated, time alone will not address the need.

With rapidly evolving health-related technologies, it is important for LMH to remain up-to-date with its equipment. While some aspects of health care are becoming less expensive, increasingly sophisticated life-saving equipment is becoming more expensive.

How much money have employees contributed?

Since 1987, employees have contributed more than \$3.2 million to LMH. These employees include support services staff, nurses and clerical staff, as well as management staff.

What is the LMH Development Council?

The Development Council is a group of volunteers who assist the Hospital by developing community education and service programs, which result in greater visibility and increased philanthropic support.

Their goals and objectives are accomplished through the efforts of three committees: Annual Support, Community Relations, and Education and Membership.

Who serves on the Development Council?

Community leaders with diverse backgrounds and expertise who are interested in and support LMH serve on the Development Council. Hospital volunteers, TWIGS members, employees and medical staff also are represented.

Doesn't most of the money raised come from foundations and corporations?

Surprisingly, no – national statistics indicate that of all dollars raised, approximately 5 percent comes from foundations, 5 percent from corporations and the remaining 90 percent from individuals.

How will the money be spent?

By resolution of the LMH Development Council Executive Committee, all monies contributed to the Hospital, unless specifically restricted by the donor, are deposited in a special development fund account that is used solely for capital expansion, renovation and equipment needs. No monies contributed into this fund are used to pay operating expenses or salaries.

Is my donation tax deductible?

Because Licking Memorial Health Foundation is a tax-exempt charitable organization under section 501(c)(3) of the Internal Revenue Code, contributions are tax-deductible to the extent of the law.



Can I donate something other than cash?

Yes – donations may be made in many forms. For a variety of reasons, which are best determined by you and your financial advisor, you may wish to give securities, real estate, life insurance or other possessions. Gifts-in-kind also are appreciated.

Can I restrict my gift?

Yes – your gift may be designated for a specific department, service, facility or piece of equipment. However, unrestricted gifts will allow the funds to be used where the need is the greatest.

What if I cannot fulfill my pledge?

Commitments may be changed or cancelled at any time.

How will my charitable gift be recognized?

A group of physicians has organized a special recognition club for physician donors called the Caduceus Society.

- For a gift of \$10,000 or more, payable within 10 years, you will be recognized in the Caduceus Society.
- In grateful appreciation for becoming a member of the Caduceus Society, your name will be displayed on the beautiful Donor Wall located in the Main Lobby of the Hospital. Members' names also are proudly included in important publications, and those individuals are invited to attend a variety of special programs at the Hospital throughout the year.

Whom should I call for more information?

You may contact the Development Department at LMH by calling (220) 564-4102.



Caduceus Society Statement of Intent

I/We accept your invitation to become a member of the Caduceus Society. I hereby signify my intention, without in any way legally binding myself or my estate, to contribute as follows:

- I/We commit to a total of \$10,000.

This commitment is to be met as follows:

(Please describe payment plans.)

Please make checks payable to Licking Memorial Health Foundation. Credit/debit card gifts are accepted online at LMHealth.org or by phone. Please call (220) 564-4102. Gifts are tax-deductible to the extent allowed by law.

Signature

X

Date

Signature
of spouse

X

Date

Please print how you wish your name(s) to appear on our membership list and Donor Wall. Information other than your name will not be published.

Name

Email

Address

City

State

Zip

Phone

- I prefer to remain anonymous



**Licking Memorial Hospital
Development Council**



**Licking Memorial
Health Foundation**

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