

2024



# SMC FOUNDATION ANNUAL REPORT

STRENGTHENING  
SHENANDOAH THROUGH  
COLLABORATION, SUPPORT,  
AND SHARED VISION



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# Who We Are

## *Foundation Staff*

**Matt Sells, CEO President**

712-246-7160

msells@smchospital.com

**Sydney Shaw, Foundation Development Coordinator**

712-246-7128

sshaw@smchospital.com

**Haley Weis, Marketing Specialist**

712-246-7125

hweis@smchospital.com

## 2024 SMCF Board of Directors

- Craig Harris - Chairperson
- Dennis Christiansen
- Dennis Grebert
- Eleanor Shirley
- Judi Wischik
- Adam Wright
- Matt Sells - President & CEO



L to R: Matt Sells, Craig Harris, Judi Wischik, Eleanor Shirley, Adam Wright, and Dennis Grebert  
(Not Pictured: Dennis Christiansen)

## Our Mission

Provide assistance and ensure the long-term sustainability of the Shenandoah Medical Center through relationship building to secure financial resources, enhance donor engagement, and promote world-class healthcare.



## Our Vision

Assist the Shenandoah Medical Center to identify and surpass the ever-changing healthcare needs of the communities served.

# Letter From Leadership

## Dear Southwest Iowa Community,

As 2024 comes to an end and we start another important year for our facility in 2025, I reflect back on this year's incredible success of both Shenandoah Medical Center and the Shenandoah Medical Center Foundation. It is an honor to serve as the President & CEO of an organization composed of such outstanding professionals that are constantly working to be the best versions of themselves each day. These individuals consistently demonstrate our organizational values of integrity, teamwork, and compassion. Truly, I am proud to say that SMC strives to provide excellent patient care to every patient that walks through our doors while continuing to pursue our vision to be the Southwest Iowa Regional Leader in enhancing health. 2024 allowed us to take tremendous steps forward with the full opening of the Robert S. Holmes Family Cancer Center. The project also provided us with the opportunity to perform needed updates to our nurses' station and nursery, allowing us to continue to be the delivering provider of choice in Southwest Iowa. 2024 marked the fourth consecutive year we received recognition from the Des Moines Register as one of Iowa's Top Work Places. Chartis also recognized SMC with the Performance Leadership Award for the second consecutive year in the area of hospital quality as our quality and outcome metrics have been industry leading in recent years. We also opened the SMC Community Pharmacy in April of 2024 as we began to serve the area's prescription needs and completed the Kinsee Rooker Memorial Trail to provide the local community with a safe and serene walking and exercise path in August of 2024. Many of you may know that both the Shenandoah Medical Center and the Shenandoah Medical Center Foundation are 501(c)(3) nonprofit organizations. Thus, the support of the community for our Critical Access Hospital is integral to the long-term sustainability of SMC for our community. The support from community members, businesses, and advocates in Southwest Iowa has been incredible, allowing the SMC Foundation to contribute nearly \$4 million in support to Shenandoah Medical Center since 2017. SMC is blessed to have such amazing support from our surrounding communities in Southwest Iowa, and we look forward to making a positive impact in the community for years to come.

*Matthew Sells*



**Matt Sells**  
President & CEO



# Robert S. Holmes

*Opened January 2024*

Shenandoah Medical Center identified a major need for cancer care in our community in 2019 through a Community Health needs Assessment. SMC decided cancer was impacting our community the most, and those needed to be addressed immediately. We take “Cancer Care Close To Home” very seriously, many of our patients were driving 10+ hours each week to receive cancer and oncology treatments. This was not a sustainable system for our patients and their families. SMC Foundation supported the creation of the Robert S. Holmes Family Cancer Center by securing donations from our community and through grant writing. SMCF secured more than \$2.5 Million in grant revenue for the cancer center project. In 2024, the Robert S. Holmes Family Cancer Center saw 4387 infusion department visits, 1647 medical oncology clinic visits and 2670 radiation therapy treatment visits.

L to R : Dulce Ramirez, Jennifer Van Der Vliet, Jacqueline Bielby, and Jessica Hoffman



# Family Cancer Center



**Matt Sells speaking to tour group**



**Cancer Center Infusion Bays**



**Cancer Center Lobby**



**Linear Accelerator**



*Al Armstrong*

“ From the time I was 50, I was given several chances to have my first colonoscopy, but being too proud, I decided it wasn't necessary. I ignored a couple more signs that something wasn't right, I finally made a trip to the ER and my hemoglobin has dropped to a low 7.4, I didn't realize how close I came to dying. Cancer screening are not something that makes you look like a failure, but on the other hand, will keep your body from failing. My advice is when your doctor or nurse suggests that you need something done, get ride of your fears, pride ect. and follow their directions. Due to their dive to succeed as doctors and nurses, I am especially glad to be able to still be alive and part of this community.



# Community Impact

Shenandoah Medical Center Foundation collected donations from our staff for three different community organizations this year. We are so thankful that our staff loves to support and impact our community in such positive ways.



**SMC Foundation Team dropping off 30 Christmas presents for our adopted Shenandoah Family**



**People for Paws team accepting SMC donations**



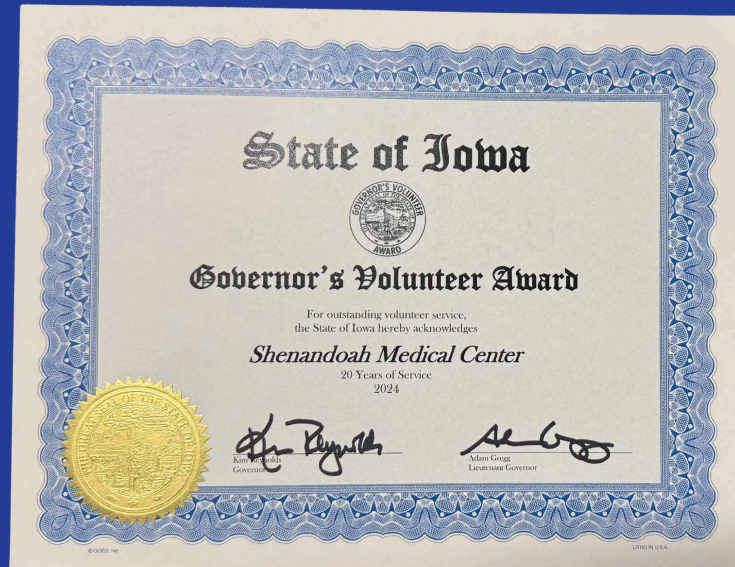
**Sydney Shaw and Haley Weis with Shenandoah Community Food Pantry team, over 2000 pounds of food was donated.**



## SMCF at Friday After 5



## SMC Staff Volunteering at Football Pinkout Game



Shenandoah Medical Center was recognized by the Iowa Governors office for our active volunteerism within our community. In 2024, 200 of SMCs employees volunteered their time at 30 different community events. Our employees are so amazing for wanting to support our community in this way!

## SAS Staff Volunteering at Trunk-or-Treat



## SMC Staff Volunteering for Color Run



## Outreach Clinic Staff at Parade



# Award-Winning Care



- **Best Gym & Fitness Center -**  
SMC Wellness Center
- **Best Pharmacy**
- **Best Women's Health Care Center**
- **Best Aesthetic Dermatologist -** Dena Herzberg, ARNP
- **Best Computer Service and Repair -** SMC IT Department



SMC Foundation was named one of the Top Ten Charities in the United States by SmileHub. SmileHub is a nonprofit tech company that uses data to rate charities and provides resources that make it easy for donors to find more information and maximize the impact of their donations. SmileHub rates charities across multiple metrics, including how many years they have been a charity, what percentage of their expenses go toward their programs, how productive they are at bringing in contributions compared to money spent on fundraising, how much their net assets have grown over the most recent year of available data, and more. SMCF won the best Charity for Health and Wellness, we are so honored to be recognized by this great organization.



# Quality Spotlight

## Falls Committee

Preventing falls is a critical component of patient safety, reducing harm, minimizing complications, and supporting recovery. By implementing targeted interventions, we create a safer care environment while improving patient outcomes.

### Tracking Our Progress

Fall Rate is a standardized metric used to monitor and benchmark the frequency of patient falls, ensuring consistency across census variations. It is calculated as:  $\text{Total Number of Falls} / \text{Total Patient Days} \times 1000$

Our efforts have led to a significant decline in fall rates over the past three years:

- 2022 Fall Rate: 6.56
- 2023 Fall Rate: 4.82
- 2024 Fall Rate: 3.26

## Interventions Driving Improvement

We have implemented several key strategies to reduce falls:

- Leadership rounding to ensure fall interventions are in place
- Two-person assist for all post-surgical patients during first transfers
- Shift huddles reinforcing fall prevention best practices
- Gait belt education and competency check-offs to improve staff confidence and skills
- New communication boards with Fall Risk Posters in patient rooms
- Admission folders with fall education for patients and families
- Hardwiring prevention interventions into daily workflows
- New chair alarms for high-risk patients



PERFORMANCE  
LEADERSHIP  
AWARD 2024

Powered by  
CHARTIS

Shenandoah Medical Center received the Performance Leadership Award in Quality which is presented annually as part of the National Rural Health Day celebration. This award recognizes top 75th percentile or above among rural hospitals.

Winners are determined by the results of publicly reported data from CMS. This data benchmarks performance across 8 pillars of performance, including quality, market share, and patient perspectives. The quality topics include: Timely and effective care (ED median time spent in ED, HCP vaccination rates, sepsis care); Infection and Death rates, Unplanned readmissions, Maternal health (early elective deliveries), and Payment and Value Based Care.



# Ryan's Farewell

I would like to express my deepest gratitude for your unwavering support of the Shenandoah Medical Center Foundation. Your continued commitment to our mission—whether through financial contributions, time, or advocacy—has been instrumental in helping us make a real difference. As I reflect on the past several years of leading the SMC Foundation, I am inspired by the kindness and dedication of our donors. Your belief in our work fuels our efforts and strengthens our ability to create lasting change.

Leading this organization has been an incredible privilege, and I will always cherish the relationships I have built with many dedicated individuals throughout our local communities we serve. The passion and commitment I have personally witnessed from so many has been truly inspiring, and I have no doubt that the SMC Foundation will continue to thrive in the years ahead.

Thank you for being part of this journey with me. While I may be moving on, my belief in the Shenandoah Medical Center mission and in our local community support remains as strong as ever. I look forward to seeing this foundation continue to make a difference in the lives of patients throughout Southwest Iowa.

Thank you for all that you do to support the Shenandoah Medical Center Foundation, we could not do this without you!

With appreciation,

*Ryan Spiegel*











Foundation Director



**Ryan Spiegel**  
Foundation Director  
2019-2025

# 2024 Recap

Highlights of the impact from your donations to Shenandoah Medical Center's Foundation in Fiscal Year 2024

 <p>Community Stewardship Meetings</p> <p>25</p>	 <p>19 Grants were submitted through SMC Foundation, 8 were awarded</p> <p>\$54,325</p>	 <p>Scholarships to high school graduating seniors.</p> <p>\$4,500</p>
 <p>Total Amount given to employees in times of need, using Employee Assistance Fund</p> <p>\$2,500</p>		 <p>Car seats given to parents at SMC to reduce the financial burden of children.</p> <p>72</p>
 <p>Internal Grant funding available to SMC Departments</p> <p>\$63,000</p>	<p>Essentials bags made with necessities to improve the daily life of our cancer patients.</p> <p> 200 </p>	 <p>Patients assisted by our patient assistance fund</p> <p>45</p>

# 2024 Fundraising Events

## Dueling Pianos

- February 16th, 2024 @ 5:30pm
- Over 150 attendees for a social hour, dinner and entertainment from Howl at The Moon
- \$4,100 raised for SMCF



## 27th Annual Golf Tournament

- June 6th, 2024 @ 12pm
- 42 registered teams of four, 100 SMC staff volunteers, 15 silent auction prizes and 5 hole prizes
- Most attended golf tournament in SMCF History
- \$32,000 raised for SMCF



## Fall Harvest Silent Auction

- November 8th, 2024 @ 5:30pm, @ Waterfalls Event Center in Farragut, IA
- 100 attendees, 12 live auction items, 3 silent auction items, and a 5-course meal
- \$15,000 raised for SMCF





# Internal Grants

SMC Foundation uses the funds from our event revenue to directly give back to the SMC staff through internal grants. In 2024, we funded 17 internal grant requests. The SMC Foundation board dressed up as Santa, Mrs. Claus and their elves to deliver the funding notification to departments



**Cancer Center - Cancer Center Swag Bags**



**Social Work/CHW - Patient Transportation**



**EVS - Linen Storage**



**Quality Assurance - Quality Boards**



**Lab - Replacement Test Tube Racks**



**Labor & Delivery - Mobile Vital Signs Cart**

## *Internal grants not pictured*

- Med Surg - Patient Communication Boards
- SAS - Safety Foul Weather Gear
- Personal Training - Reupholstery & Cleaning Equipment
- Rehab Wellness Center - New NuStep for Wellness Center
- Patient Access - Serenity Garden Decorations
- Maintenance - Lift Gate
- Retail Pharmacy - FlavorRX Pro

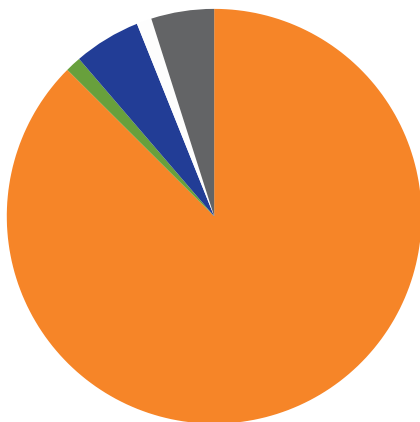
# 2024 Financial Summary

TOTAL REVENUE:  
\$270,758

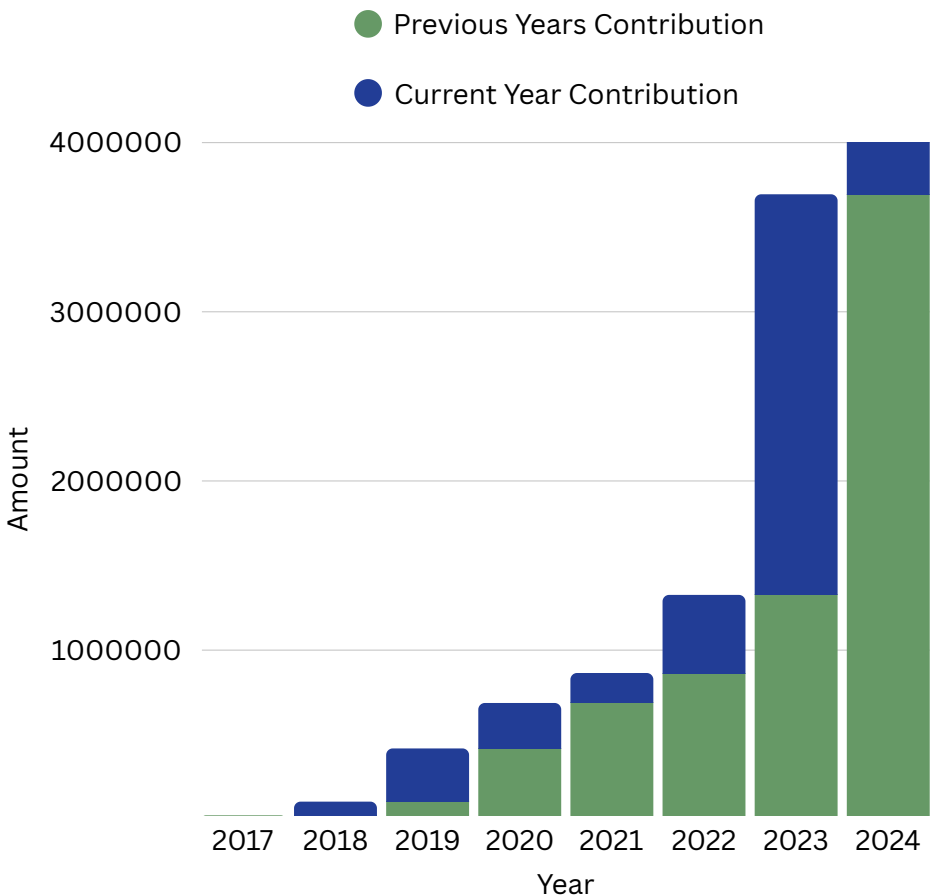


- Total Donations \$149,051
- Event Revenue \$63,855
- Grant Income \$57,852

TOTAL CONTRIBUTIONS:  
\$95,931



- SMC \$83,913
- Patient Assistance \$63,855
- SAS \$5,006
- Employee Assistance \$1123
- Other contributions \$63,855



Year	Total Contributions
2017	\$23,590
2018	\$104,316
2019	\$418,771
2020	\$687,526
2021	\$864,735
2022	\$1,326,458
2023	\$3,694,764
2024	\$3,790,695

# 2024 Grant Writing Recap

In 2024, 19 Grant Applications were submitted to local, state and national funding sources with 8 applications being awarded to Shenandoah Medical Center through the Foundations grant writing efforts.

## 2024 Grants Funded

- A **Patient Transportation Grant** provided transportation to patients undergoing cancer treatment, awarded by the **American Cancer Society**.
- Part of the **Sidney Clinic Expansion** was funded by grant funding from the **Fremont Community Foundation**.
- **Education and Training Equipment** was provided to our EMS and ER staff from funds provided by **Southwest Emergency Preparedness Partners**.
- **3 gallons of Sunscreen** was awarded to SMC and the Robert S. Holmes Cancer Center Staff by the **Iowa Cancer Consortium**.
- Funds to expand **SMC's Community Garden** were provided through **Farm Credit Services of America**.
- **Advanced Stroke Care** funds were granted to SMC through the **American Heart Association**.
- Part of the creation of the **Kinsee Rooker Memorial Trail** was funded by the **Greater Shenandoah Foundation**.
- Additional **Vital Sign Monitors** were given to our Outreach Clinics through a **Fremont Community Foundation** grant.
- A Patient Transportation Grant provided transportation to patients undergoing cancer treatment, awarded by the American Cancer Society (for 2025).



Haley Weis & Sunni  
Kamp (Omaha  
Community Foundation)



In 2024, SMC's community outreach goal was to provide a safe walking trail for those living in the Shenandoah Community. This was a large community need, from data provided from our community needs assessment, and SMC wanted to provide the trail, but also make it special to our community. SMC decided to dedicate this walking trail to Kinsee Rooker, a young girl who lost her life while crossing the highway one morning. Inspired by Kinsee's active life, the Kinsee Rooker Memorial trail is for anyone who loves exercise, connecting with nature and the love of life. SMC has ensured that our community can safely walk, run or bike without worrying about traffic and car accidents.

# Remembering

## Kinsee Rooker Memorial Trail

This trail is dedicated to Kinsee Laine Rooker, daughter of Darrin and Laura Rooker. Kinsee died tragically on the morning of Tuesday, June 7, 2016 while running with her team during a cross-country practice. Kinsee was very active as she enjoyed singing, dancing, basketball, volleyball, tennis, track, and cross-country. Her passion for life has inspired Shenandoah Medical Center to develop a safe walking trail so that others may enjoy the outdoors and celebrate Kinsee's passion for being active.





# Kinsee



Kinsee's mother, Laura Rooker has been a nurse at Shenandoah Medical Center for nearly a decade. Her and her family will always remain a part of SMC. SMC is seeking other community partners that are willing to contribute to this wonderful cause that will benefit our full community as a whole will last for several decades to come. SMC would like to add lighting to the trail for those who exercise during dawn and dusk hours. If you would like to donate to the Kinsee Rooker Memorial Trail, please visit our website at [www.smchospital.com/foundation](http://www.smchospital.com/foundation).





📍 300 Pershing Avenue

📞 712-246-7128

✉️ [sshaw@smchospital.com](mailto:sshaw@smchospital.com)

🌐 [www.smchospital.com/foundation](http://www.smchospital.com/foundation)