



Community Memorial  
Foundation

# Community Memorial Capital Campaign





It is with immense gratitude that I express my sincere appreciation for the support from our community during Phase I of our transformation project at Community Memorial.

Each personal commitment helped us successfully complete the renovation of our former skilled nursing facility into private patient rooms, as well as expand and remodel the Emergency Department.

These generous donors have allowed us to raise an impressive \$3.8 million during Phase I, a true testament to the shared belief in our mission and the positive impact Community Memorial has on those we serve. This commitment to enhancing the healthcare infrastructure in our region has already started making a tangible difference in the lives of our patients, as well as our providers and staff that work in these areas.

As we enter Phase II of the project, we are excited to share our vision for further improvements throughout our hospital. Our \$1.3 million goal will support the renovation of critical areas including the Radiology, Laboratory and Rehabilitation Departments, along with a new main entrance. These enhancements are crucial for providing comprehensive and state-of-the-art healthcare to everyone in our service area.

We invite you to join this transformative journey with us. Your continued support will not only contribute to the physical portion of the project but will also help us enhance the quality of care provided to our patients, making a lasting impact on the health and well-being of our community.

Enclosed, please find information about Phase II and the details on how your contribution will support healthcare in our community. We are confident that with your partnership, we can reach our fundraising goal and make this project a reality.

Please consider joining as we change the future of healthcare, locally. If you have questions or would like to discuss your involvement further, please do not hesitate to reach out. Together, let's shape a healthier, stronger and more vibrant future for our community.

Thank you.

All my best,

Jeff Coakley  
President & CEO

## Who We Are

Community Memorial serves as a population of 45,000 people in 27 communities throughout Madison County and sections of Onondaga, Chenango and Oneida Counties. Employing nearly 400 people, Community Memorial is a major economic force in Madison County.

As a 25-bed Critical Access Hospital and a cornerstone of primary care and specialty care in the region, Community Memorial has five Family Health Centers (FHC) serving patients. A critical access hospital (CAH) is a designation determined by CMS (Medicare) that provides healthcare services to rural, often underserved communities.

The Hospital and Health Centers are directed by an 18-member Board of Directors comprised of influential business, education and civic leaders. The Board of Directors and organization as a whole are also supported by the Community Memorial Foundation, a separate 501(c)(3) non-profit organization. Founded in 2001, the Foundation is governed by a Board of Directors made up of up to 19 community members. The Foundation raises funds for capital needs, endowment and special programs as well as providing operating support. Since its founding, the foundation has raised nearly \$5 million in philanthropic funds.

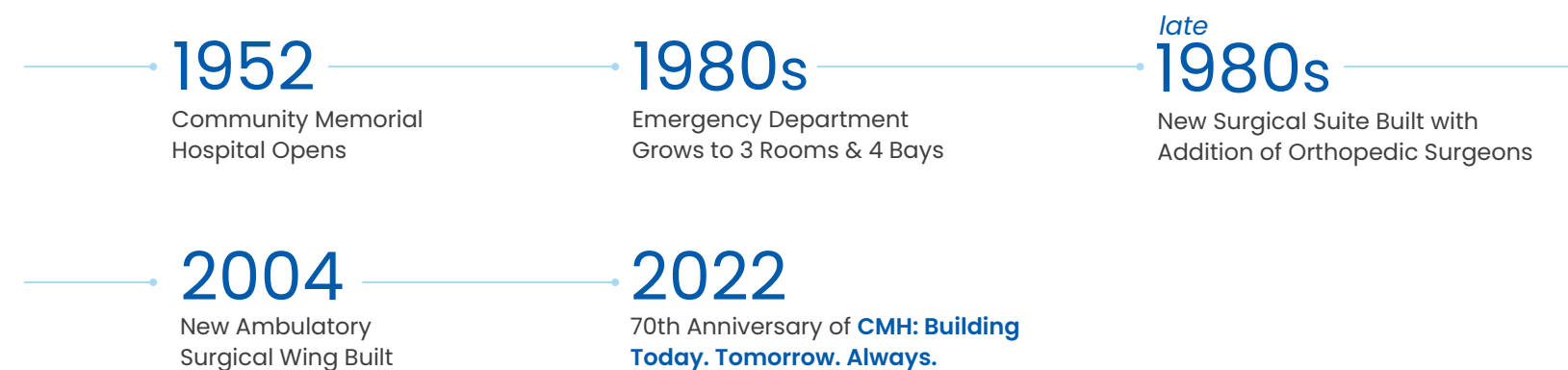
Our capital campaign will support the physical transformation of our 70-year old facility, helping Community Memorial promote quality patient care and safety, improve efficiencies and cost savings, and improve access to care across the Community Memorial healthcare system.

### RECENT ACHIEVEMENTS

- Rated a 5-star facility for patient experience in 2020
- 5-star Health Grades rating in 2019 and 2020 for total knee replacement
- 5-star Healthgrades Joint Replacement Excellence Award for 2021 with superior outcomes in knee and hip replacements
- 2019 HANYS Commitment to Excellence Pledge
- FHC Locations Designated NYS Patient-Centered Medical Home

### OUR FUTURE

- Capital project: renovation and construction
- Transforming a dated and inefficient facility, promoting patient access and navigation
- **Physical transformation:**
  - Patient entrance and registration
  - Emergency Room
  - Radiology Department
    - Featuring a Women's Health Suite
    - New CT Scanner
    - New MRI machine



Phase I: Completed Projects through December 2021  
**\$3.8M RAISED. THANK YOU FOR YOUR SUPPORT.**

Exterior - Emergency Department Entrance



Interior - Patient Room



Interior - Emergency Department Entrance



Interior - Patient Room



## Phase II: In Progress

**\$1.3M GOAL. HERE'S TO THE FUTURE.**



### Radiology

- The new department will be centrally located and expanded, adjacent to the new Emergency Room, with direct access to vital imaging needs for critically ill patients under time sensitive restrictions.
- A new state-of-the-art CT Scanner will produce high-resolution imaging and superior results. The upgrade will take the rate of 16 slices per second to 128 per second, and offers software to perform cardiac studies. More patients will be cared for in-house versus the multiple sent out weekly for imaging not currently provided with the old CT machine. Faster scan times, better resolution, higher weight limit on the table for patients and a scanner that lowers closer to the floor for patients comfort and ease of use for technicians.

- A new MRI Machine will have the most sophisticated technology, upgrading from the current 20 year old machine and will provide faster scan times for patients, offering more convenience and comfort. New imaging procedures will be offered with the new technology, including MRI breast and prostate imaging. The new table will also be able to accommodate higher weight limits.
- The Bone Density machine will be upgraded to the most advanced stage of science, replacing the decades old machine currently in use. New scans will be offered, providing better image quality, improving patient outcomes.
- A Women's Imaging Suite will be added, offering a private waiting space for patients in a comfortable setting along with a private changing room. A new mammography machine will provide wheelchair access, rounded detector edging for patient comfort and higher resolution for better patient results.

### Rehabilitation

- Larger patient treatment spaces will offer patient privacy and supportive care by providers.
- New and modern equipment, including a seated elliptical and vestibular therapy table, will enhance the patient experience and care while promoting recovery.
- Additional treatment space and improved department layout will increase therapist hiring capabilities and retention.
- Waiting space for patients and their caregivers will be renovated and enhanced, offering a comfortable and supportive setting.
- Activities space and a lounge area will be added within the Medical/Surgical Department for Swing Bed Patients.
- Modern office administrative space for staff.

### Laboratory

- A new, spacious and ADA-compliant draw space for patients requiring a wheelchair for care. Doorways will accommodate patients in wheelchairs and allow staff to offer convenient care right from the patient's chair, increasing comfort while maintaining efficiency.
- A larger, more comfortable waiting room for patients will be added to utilize while waiting for service.
- Test processing space will be increased, offering more efficiency due to added room for technology, along with faster results and increased staff recruitment capabilities.



Exterior - Main Entrance



Interior - Main Lobby

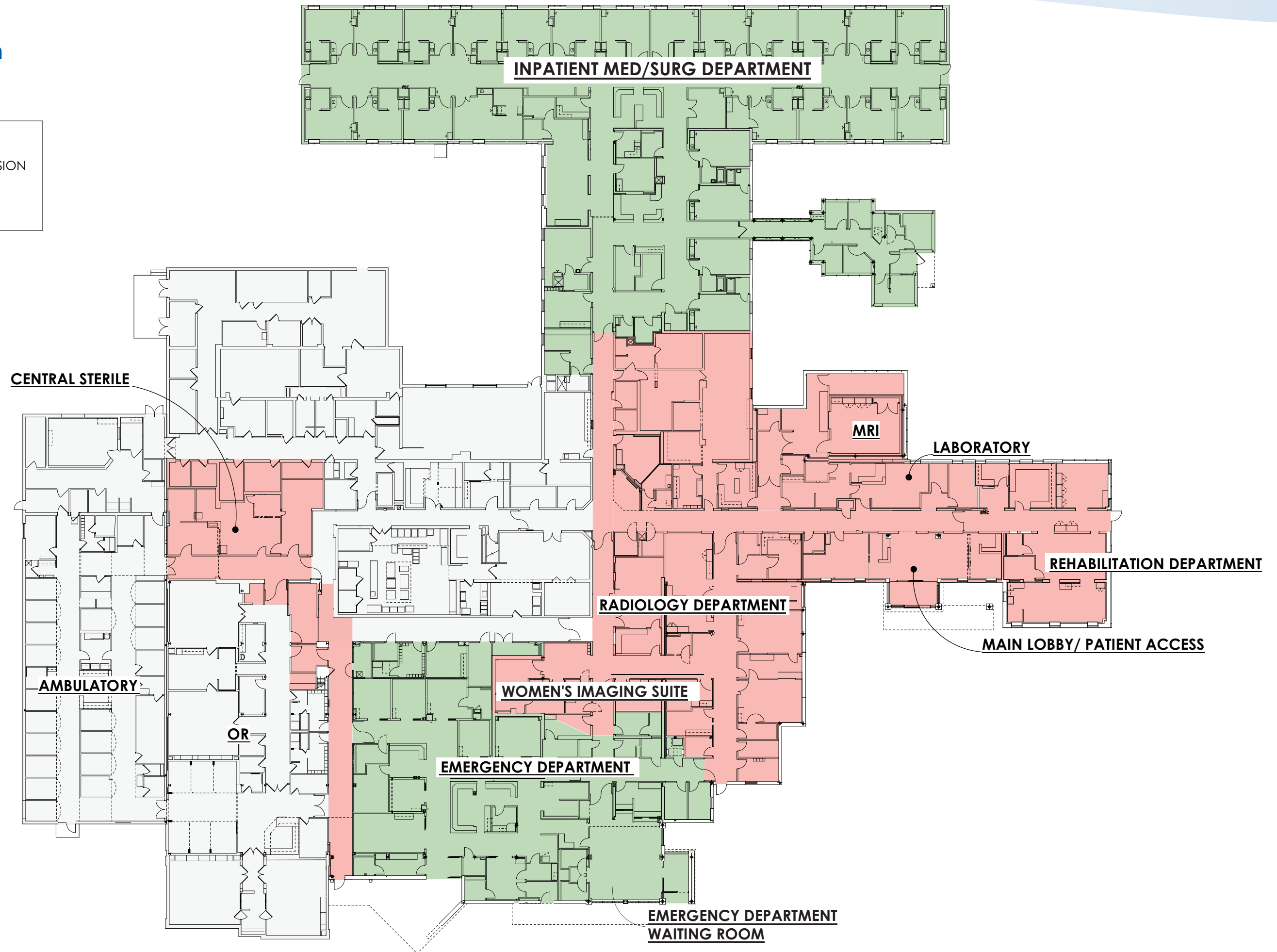
### Main Entrance

- A new and spacious entrance lobby and waiting room, will now be separate from the Emergency Room, offering greater patient confidence in infection control as those entering for surgery are separate from ill patients utilizing the ER.
- New registration spaces will increase staffing capabilities, allowing for faster patient check-in and heightened patient privacy.
- A new modern coffee bar and amenities will be added to the welcoming environment, for those visiting or waiting for care.
- The gift shop options will be updated and expanded for visitors to browse, to provide a service to the hospital community of visitors, patients and employees.
- A comfortable seating lounge for patients and visitors will feature a modern design and ambience lighting, and will add to a calming atmosphere.

## Project Floor Plan

### LEGEND

- PHASE I COMPLETED  
RENOVATION/EXPANSION
- PHASE II TO COME





## CMH: Building Today. Tomorrow. Always.

Community Memorial (CMH) opened its doors in 1952, serving 12,000 people throughout two counties. Today, CMH serves over 45,000 people throughout 27 communities, across four counties. CMH was designated a Critical Access Hospital in 2014, as determined by CMS (Medicare), as a facility that provides healthcare services to rural, often underserved communities.

Annually the hospital admits over 2,000 patients, treats more than 10,000 patients in the ER, and supports approximately 27,000 patient visits in its five Family Health Centers. CMH provides services for both Colgate University and SUNY Morrisville, amongst others. There is also an aging and low income demographic in CMH's market areas in need of services. A safety net for the people of Central New York, CMH is dedicated to treating all patients regardless of ability to pay. CMH is consistently ranked as a top joint-replacement facility, specializing in orthopedic surgery, but offers a wide scope of other services to its patients. **Named a 5-star organization for patient experience in 2018-2019, and again in 2020 and 2021, CMH is continuing a tradition of 5-star rated service.** Yet it operates in a facility that requires an important and necessary renovation.

### Fundamentals for Community Memorial's Future

**CMH: Building Today. Tomorrow. Always,** is Community Memorial's capital campaign to secure the charitable gifts required to support a timely and important renovation and expansion of the aging facility. The new building will utilize space more efficiently and continue CMH's mission of providing high quality healthcare services for our community for decades to come.

The primary objective of the capital campaign is to transform a dated facility into one that consolidates services, eases patient access and navigation, and continues CMH's record of excellence in the support patients receive. The renovation will provide efficiencies in ambulatory services and improve the emergency department, radiology, lab area, and physical therapy department. The staff of CMH have demonstrated their personal excitement for the improvements by making commitments of support totaling over \$180,000.

## PROVIDING QUALITY CARE, CLOSE TO HOME.

The campaign will fund the important improvements required will ultimately help CMH achieve the following outcomes:

### Improving & Enriching Patients' Experiences

- The renovated and expanded facility will instill a level of confidence in patients receiving care.
- With the new up-to-date treatment spaces, the facility will match the top-level care administered at Community Memorial.
- Continuously working with staff, educating and developing skill sets will continue to elevate patient experiences.
- Renovations will allow for consolidation of inpatient nursing units and update inpatient space that is currently not utilized for patient care services.
- Heightening the experience for acute and sub-acute patients with the added patient activity room.
- Inpatient rooms were transformed during Phase I into fully private rooms, allowing a more comfortable and private atmosphere for patient recovery.

### Recruitment & Retention of Providers & Staff

- With an increasingly competitive market for healthcare providers, it is pertinent that CMH attracts skilled professional healthcare staff who are suited to further the mission of the organization.
- Licensed medical staff will be driven to work in a professional facility that meets the latest healthcare standards, thus driving recruitment.
- The renovated and expanded facility provides a sense of pride and engagement, increasing interest in the workplace of CMH, increasing hiring capability.

### Increasing Patient Volumes

- Providing quality care while offering an expansive service line, increasing patient volume will ensure CMH's ability to continue to serve the rural communities in its reach.
- Adding additional square footage, patient capacity will be increased. Departments will have the capability to treat more patients in a timely manner.

### Strengthening Existing Service Lines

- Adding additional support will allow current service lines to expand, allowing for more patients to receive specialized care.
- Expanding ancillary services in Radiology, Laboratory and Rehabilitation will improve access for patients.
- Adding state-of-the-art technology for patient care will allow for increased services.

### Building the Scope of Services Offered

- Increasing the array of services offered within the organization will attract and retain more patients, thus driving patient volume and revenue.
- Added service lines opportunities will be more accessible with a facility that is able to accommodate through increased space and staff.

### Enhancing the Environment of Care

- Staff will appreciate the investment made into the organization as a whole, increasing employee engagement, driving patient satisfaction.
- The Boards of Directors understand and recognize the importance of staff commitment and appreciation towards their workplace. This propels employees to reach their greatest potential and continue to strive for excellence.
- Conveniently located departments and treatments will allow for better workflow with seamless care provided across all services provided.
- Community members will observe the reinvestment CMH is placing in itself and its commitment to the future. Increasing positive perception to patients will provide top-of-mind awareness of what CMH contributes to the community.

### Financial Fundamentals – Funding Required For Our Future

This significant and transformational renovation and construction project is estimated to cost approximately \$31.5 million. These critical improvements to CMH’s facility, represents the most significant investment of dollars in the organization since its inception almost seven decades ago. The renovations will ensure that Community Memorial is positioned appropriately to meet the current and future healthcare needs of our community and region.

Our campaign will bridge the gap between the projected cost and current project funding sources:

New York State Department of Health Transformation Grant	\$10,000,000
New York State Economic Development Grant	\$500,000
<b>‘CMH: Building Today. Tomorrow. Always.’</b> Capital Campaign	\$5,000,000
USDA Emergency Rural Health Care	\$925,917
Organization Financing	\$15,074,000*

The Foundation of Community Memorial, its staff and volunteers, in conjunction with the Board of Directors of the Community Memorial Hospital, will work diligently to surpass the current projected campaign goal of \$5,000,000. With the two New York State grants providing more than half of the cost of the project, we will encourage the thousands of people, who rely on CMH for services now or in the future, to support the campaign as generously as possible. Exceeding the goal will reduce the funds required from financing.

Since its inception in 2001, the Foundation has funded an endowment, established restricted funds that support specific areas and/or services, and generated vital annual support through solicitation appeals and various events that have engaged members of our community. The endowed funds and their related purposes will be preserved throughout this project.

The Foundation of Community Memorial is a separate 501(c)(3) non-profit organization which seeks to advance the care provided by raising and receiving philanthropic funds for the Community Memorial Hospital. The Foundation appreciates and values its relationships with all donors, and will ensure the funds are directed to their intended use. Operating with integrity, excellence, accountability and respect, the Foundation Board of Directors looks to secure the necessary resources to financially support current and future needs of Community Memorial.

*\*Final financed amount may be impacted based on fundraising efforts and further grant opportunities.*

## CMH: Changing to Meet the Needs of Today & Tomorrow

When we were asked to lead the Capital Campaign for Community Memorial, there was no hesitation. We have both been invested in the growth of this organization over the years and to have an opportunity to help advance the institution into the next phase of operation was an easy decision for both of us.

Community Memorial has been serving patients for our community for more than 70 years and advances have been made to provide access to the best healthcare in the area each year. The first phase of the current campaign was successful in raising more than \$3.7 million for the new emergency room and medical/surgical wing. As we enter the second phase, we are seeking to raise \$1.3 million to improve the laboratory, radiology, rehabilitation and new main entrance.

We are grateful to each and every donor who participated in our first phase and are hopeful that we can count on the continued support of the community to further enhance the quality of healthcare in our area. It is hard to imagine this community without this outstanding facility and in order to continue to improve the care, we need your support. Please join us in making a difference in the future Community Memorial.

Please join us in making a difference in the future Community Memorial. To make a gift and support the continued advancement of healthcare, please visit [www.communitymemorial.org/foundation](http://www.communitymemorial.org/foundation) or call 315.824.7037. Your generosity is the key to unlocking a future where health and wellness thrive in our community.

Sincerely,



Dr. Robert Delorme  
Co-Chairs,  
CMH: Building Today. Tomorrow. Always.



Mary Brundage  
Co-Chairs,  
CMH: Building Today. Tomorrow. Always.



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### Mission

To provide compassionate healthcare of the highest quality for all.

### Vision

To be the healthcare provider and employer of choice in the region.

### Values

These principles guide the Community Memorial Hospital team in providing comprehensive, quality healthcare to the community:

- Integrity
- Quality
- Collaboration
- Patient-Centered
- Compassion
- Respect

Capital Campaign | Building Today. Tomorrow. Always.

[CommunityMemorial.org/YourDonation](https://CommunityMemorial.org/YourDonation)