



Your **HEALTH** is our
FOUNDATION

Dakota Medical Foundation Healthy Dose Newsletter April 2007



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Go Red North Dakota Initiative

In February 2006, DMF and the American Heart Association launched a \$1.25 million 3-year initiative to improve the cardiovascular health of women statewide. This initiative is an expansion of the American Heart Association's Go Red For Women movement which provides women with the knowledge and tools they need to take positive action to reduce their risk of heart disease and stroke and protect their overall health. Through this initiative, women are educated on heart disease risk factors, healthcare providers are educated on the unique characteristics of heart disease in women, an intervention study is being conducted and free or reduced-cost health screenings are offered to women across the state.

This year, 19 Go Red community events are scheduled throughout North Dakota. To date, 14 events have been held with nearly 2,800 women attending. At each event, heart disease survivor stories are shared by local women, educational presentations are made by physicians and other health professionals, health display exhibits provide additional information and heart healthy cooking demonstrations are presented.

The Go Red North Dakota Initiative media campaign was launched in January 2007. In February, 30-second television spots began airing across the state and in March billboards featuring local women were placed statewide.

Thousands of printed materials including posters, bookmarks and postcards have been distributed at a variety of locations including public health units, worksites, schools, hospitals and clinics. Please visit the initiative's website, www.GoRedND.com, which invites visitors to "Join the Movement" and connect to the "Go Red Heart Check-up". The website also enables visitors to send an e-mail postcard, locate Go Red events across the state, learn more about the initiative or click on the DMF logo to be directed to the Foundation's website.

To date, over 3,600 North Dakota women have joined the "Go Red for Women" movement. By joining the movement, women receive a mailing that includes the red dress pin and valuable information on heart disease prevention.

The Go Red Heart Check-up is an online tool that educates women on heart health and encourages a dialogue with their healthcare provider regarding personal risk factors for cardiovascular disease. Since the tool was released in late fall 2006, over 500 North Dakota women have visited the site.

Recently, the American Heart Association released the updated "Evidence-Based Guidelines for Cardiovascular Disease Prevention in Women: 2007 Update." These guidelines will be distributed to health professionals through mailings, presentations and exhibit booths at various spring conference presentations. Additional physician and health professional education will be conducted throughout the remainder of 2007.

Six worksites were selected to participate in the intervention study, including: US Bank Call Center (Fargo), Unison Bank (Jamestown), Roosevelt School (Jamestown), Workforce Safety and Insurance (Bismarck), MDU (Bismarck), and MDUR (Bismarck). In total, 370 participants from the worksites are participating in the intervention study which includes heart health screenings, small group education and ongoing support from a trained wellness coach. To measure the effectiveness of the intervention study, participants will be re-screened after two years.



Pictured are Joan Enderle, Director of Go Red North Dakota and Amy Walters, Coordinator of Go Red

Impact's Institute Fundraising Training Is a Success

The Impact Foundation Institute for Innovation and Effectiveness, (Impact Institute) has served nearly 60 nonprofit organizations (NPOs) since its inception in late 2004 and offers NPOs capacity building training and technical assistance to more effectively carry out their missions. DMF spearheaded the establishment of Impact Foundation as a visionary action to prepare for future health-related challenges. The DMF-Impact partnership represents an innovative charitable relationship designed to attract more resources and improve the efficiency of NPOs in a strategic effort to address many societal challenges in a more measurable and effective manner.

Dakota Medical Foundation supports and manages Impact Institute which provides organizational assessments, strategic planning, fundraising training, board training, and other technical assistance and funding for health-related nonprofits to dramatically improve their long-term effectiveness, efficiency and sustainability.

Fundraising is a critical component of building capacity and requires experience and expertise to achieve success. Integrated Financial Development System®, Inc. (IFDS), Grand Forks, N.D., provides fundraising training and technical assistance to our partner nonprofit organizations. IFDS is a training and mentoring firm that offers a complete fundraising framework. Crafted out of over 30 years of fundraising experience, this system builds success for nonprofit development programs.

Nonprofit organizations with more experienced development programs generally see results from the Institute training almost immediately. The Jamestown Hospital Foundation incorporated the IFDS private annual major gift campaign into its fundraising program last fall and only six months into the campaign, they secured almost \$300,000 while still having additional calls to make. Due to the program's success, Jamestown Hospital Foundation is considering conducting two private major gift campaigns annually.

The RiverView Health Foundation in Crookston recently implemented the IFDS multi-year sustained program. Thus far, the program has been a success by sustaining more donors, creating a predictable income stream, and avoiding expensive annual re-solicitation costs. After one month of the program's implementation, RiverView Foundation secured over \$16,000 in additional annual contributions. The IFDS multi-year sustained program is a tool of the IFDS framework. It works to build a reliable base of donors through a structure that creates a special set of circumstances to honor the donor's decision to give and provide the security of a sound investment. Their base of donors is further cultivated through various personal interactions with the healthcare facility in order to improve donor relations and create long-term prospects for major gifts. The Foundation will also be launching a \$750,000 private major gifts campaign within the next year.

In March of this year, Impact Foundation was awarded a \$452,000 grant from the Bush Foundation which will expand operations of the Institute. Currently, the Institute is primarily funded by DMF and the Alex Stern Family Foundation. Bush Foundation's support will allow Impact to hire a professional Institute director and administrative support staff and expand its capacity building services to NPOs located in central and western North Dakota - areas of the state that are generally more rural and have fewer capacity building resources or services.



Jim Holdman, President of IFDS, explains the generational wealth transfer concept to fundraising participants.



Scott Holdman, Vice President of IFDS, and Jim Holdman, IFDS President, respond to questions from Institute fundraising participants.

In addition to providing one-on-one training and technical assistance to NPOs, Impact will offer "Governing for Superior Performance" training to NPO board members. This training will be provided in a group setting to the board leadership of health and human service NPOs receiving Institute services, as well as board members of other NPOs located throughout North Dakota.

On March 1, Julie Haugen was named Impact Institute Director. She will be responsible for coordinating nonprofit capacity building training and organizational assessments as well as grantwriting. Previously, Julie was the Program Manager of DMF's Dakota Communities Access Program. Laura Hicks is Impact Institute's new Administrative Assistant. She will be responsible for maintaining Impact's website, providing support to the Institute and preparing marketing materials for Impact and other nonprofit organizations. Prior to joining Impact, Laura served as the Administrative Assistant for DMF's Dakota Communities Access Program.

DMF's GiveBack Matching Gift Program

DMF established the GiveBack matching gift program to provide an incentive for greater charitable giving in the region and to enhance the capacity of nonprofit organizations to develop a committed, diverse funding base. GiveBack is part of an overall effort to give donors the opportunity to share their time, talent and treasure with the nonprofit organizations and causes that are most important to them. This giving opportunity is available to the general public. To be eligible for matching funds, contributions must be a minimum of \$250 per person or organization per fiscal year (October 1 – September 30). DMF matches those contributions dollar for dollar up to a maximum board approved amount per fiscal year. **100% of every contribution supports health-related nonprofit programs; DMF does not assess any administrative fees.** This fiscal year, ending September 30, 2007, the total budgeted amount is \$1.5 million. DMF is a proud supporter of the GiveBack initiatives. Anyone interested in doubling their charitable donations by contributing through the GiveBack matching gift program should contact Jennifer Thompson at 701-356-2655.

Each year, the DMF Board of Directors determines which nonprofit organizations, DMF initiatives and named funds will be eligible for GiveBack matching funds. This year's eligible recipients include:

1. Access of the Red River Valley, Inc.
2. Angels of Courage Retreats
3. Caring for Children Program
4. Cooperstown Medical Center
5. DMF Children's Mental Health Initiatives
6. DMF Diabetes Initiatives
7. DMF Lend A Hand Children and Families Initiative
8. DMF Women's Heart Health Initiatives Fund
9. Dr. Kevin and Jean Melicher Family Fund
10. Fadel E. Nammour, M.D. Donor Advised Fund
11. Family HealthCare Center
12. Fargo Catholic Schools
13. First Care Health Center
14. FirstChoice Clinic
15. Fraser, Ltd.
16. Helping Enderlin Area Residents Thrive (HEART)
17. Hope, Inc.
18. Impact Institute Nonprofit Capacity Building Initiatives
19. Jamestown Hospital Foundation
20. Lutheran Social Services of North Dakota
21. Mack V. Traynor, M.D. Scholarship Fund
22. Mental Health Association of North Dakota
23. Minnesota State Community & Technical College
24. Nelson County Health System
25. Northwood Deaconess Hospital
26. Oakes Community Hospital Foundation
27. Project HERO
28. Red River Children's Advocacy Center
29. Red River Valley Dental Access Program
30. Region V Children's Services Coordinating Committee Donor Advised Fund
31. Region VI Children's Services Coordinating Committee Donor Advised Fund
32. RiverView Health System
33. Robert G. Rogers, M.D. Scholarship Fund
34. Ronald McDonald House Charities
35. South Central Adult Services
36. UND College of Nursing
37. Valley Community Health Centers



Soroptomist members present DMF with a \$500 contribution for the Women's Heart Health Initiatives Fund, which DMF matched for a total contribution of \$1000. 100% of this contribution will support this initiative. Pictured left to right: Marlene Daul, Jennifer Thompson, Ardis Haaland, Joan Koperski, Lois Sullivan, and Charlotte Luken.

DMF Welcomes New Members

At DMF's annual meeting in January 2007, 17 new members were elected to the Foundation because of their commitment to improving health and access to healthcare in our region. The DMF membership now stands at 187. The newly elected members include:

- Christian Albano, Ph.D.**, Medical Writer/Scientist, PRACS Institute, Fargo, ND
Doug Anderson, Chief Financial Officer, Swanson Health Products, Fargo, ND
Sandy Arends, Program Administrator, Region V Aging Services, Fargo, ND
Al Carlson, Contractor, Carlson Construction, Fargo, ND
Yvonne Ellinor, MS, RN, Director of Surgical Services, Innovis Health, Fargo, ND
Tony Hamilton, DO, Emergency Medicine, Innovis Health, Fargo, ND
Dianna Hansen, Board Chair, Ronald McDonald House Charities, Detroit Lakes, MN
Phil Hansen, Retired Pro Football Player – Buffalo Bills, Color Analyst NDSU Football, Landscape Business, Detroit Lakes, MN
Brent Holman, DDS, Pediatric Dentist, Fargo, ND
Steve Johnson, MD, Family Medicine, Independent Family Doctors, Fargo, ND
Teri Johnson, MD, Family Medicine, Independent Family Doctors, Fargo, ND
Sandra Korbel, Trust Manager/Wealth Advisor, Alerus Financial, Fargo, ND
M. Donald Larsen, Retired Businessman, Casselton, ND
Larry Leadbetter, MD/PhD/FACP, Internal Medicine, Dakota Clinic, Park Rapids, MN
Alonna Knorr Norberg, MD, Pediatrician, MeritCare Children's Hospital; Medical Director, Red River Children's Advocacy Center, Fargo, ND
Jon Norberg, MD, Orthopedic Surgeon, Advanced Hand Therapy, Heartland Independent Provider Network, Fargo, ND
Roberto Patron, MD, Infectious Diseases, Innovis Health, Fargo, ND

Four New Board Members Elected

DMF is happy to welcome four new members to the Board of Directors: **David Clutter, M.D., Susan Mathison, M.D., Curt Noyes, and Chris Kennelly, J.D.** Their terms began in January 2007 and run through January 2010.

David Clutter, M.D. is a pediatrician at Dakota Clinic/Innovis and has been a member of DMF since 1988. He was previously a member of the DMF Board of Directors from November 1995 through January 2005 and served on the Executive and Grants (Chair) Committees. David will rejoin the Grants Committee.

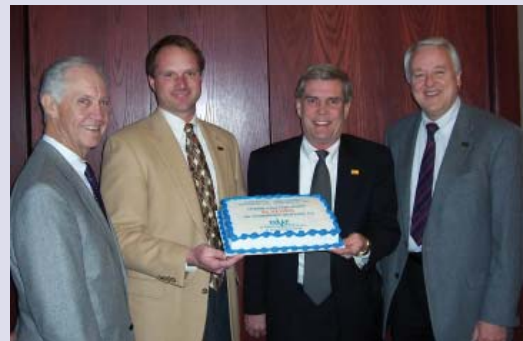
Susan Mathison, M.D. joined the Foundation in 1999. She is an ear, nose and throat specialist, facial plastic surgeon and owner of the Catalyst Center of Aesthetic Medicine and Wellness. Susan will serve on the Grants Committee and Lend a Hand Initiative Executive Committee.

Curt Noyes has been a member of DMF since 1990 and is a retired Dakota Clinic administrator. Curt will serve on the Governance Committee.

Chris Kennelly, J.D. became a DMF member in 2004. He is an attorney, licensed certified public accountant and a shareholder and partner in the Kennelly & O'Keefe law office in Fargo. Chris has served on the Governance Committee since July 2005 and will begin service on the Executive Committee.

Outgoing Board Members

DMF would like to extend a special thank you to our outgoing board members whose terms expired in January 2007. The four outgoing members are **John Bertel, John Cosgriff, John Hicks, D.D.S., and David Rostad, D.D.S.** DMF truly appreciates the time, talent and exemplary leadership these members committed to the Foundation. Their dedicated board service has substantially improved and leveraged our ability to improve health and healthcare access in the region.



Pictured are: John Hicks, D.D.S., John Bertel, John Cosgriff, and David Rostad, D.D.S.



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