

# Friends OF THE FOUNDATION

 **McLaren**  
NORTHERN MICHIGAN  
FOUNDATION

**Our Mission:**  
To receive and administer funds  
to support the mission of  
McLaren Northern Michigan and  
support programs that enhance  
the well-being of the community.

WINTER 2019



*Your Gifts Make  
Northern  
Michigan Stronger*

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# On the Cover:

Local business owners know the importance of having high-quality health care close to home. Paul and Melissa Keiswetter, of Petoskey Plastics, have given a significant gift to help build the new hospital wing.



Dear Friends,

Winter in northern Michigan often brings time for reflection. For all of us at the McLaren Northern Michigan Foundation, we reflect on the whirlwind of activity that brought us through 2018, and we look forward to all that is on the horizon in the year to come.

We've been in awe of your continual support of the Foundation, which has built momentum for the transformational Building the Future of Health Care project that will change the future of McLaren Northern Michigan and our region. We've currently raised over \$29 million towards the project and with your help we can reach our minimum goal of \$33 million.

We are excited about the construction that is currently underway on the Petoskey Campus. We invite you to read more about it on page 8.

Philanthropy has always been and will continue to be a crucial element of the success of this hospital, and we are grateful to you, our generous benefactors, for your ongoing commitment.

Thank you! Your gifts are building the future!

Patrick J. Schulte, CFRE  
Vice President & Chief Development Officer  
McLaren Northern Michigan Foundation

Elise F. Hayes  
Board Chair  
McLaren Northern Michigan Foundation



## NORTHERN MICHIGAN FOUNDATION

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Find out more about our work by visiting  
[mclaren.org/NorthernMichiganFoundation](http://mclaren.org/NorthernMichiganFoundation).



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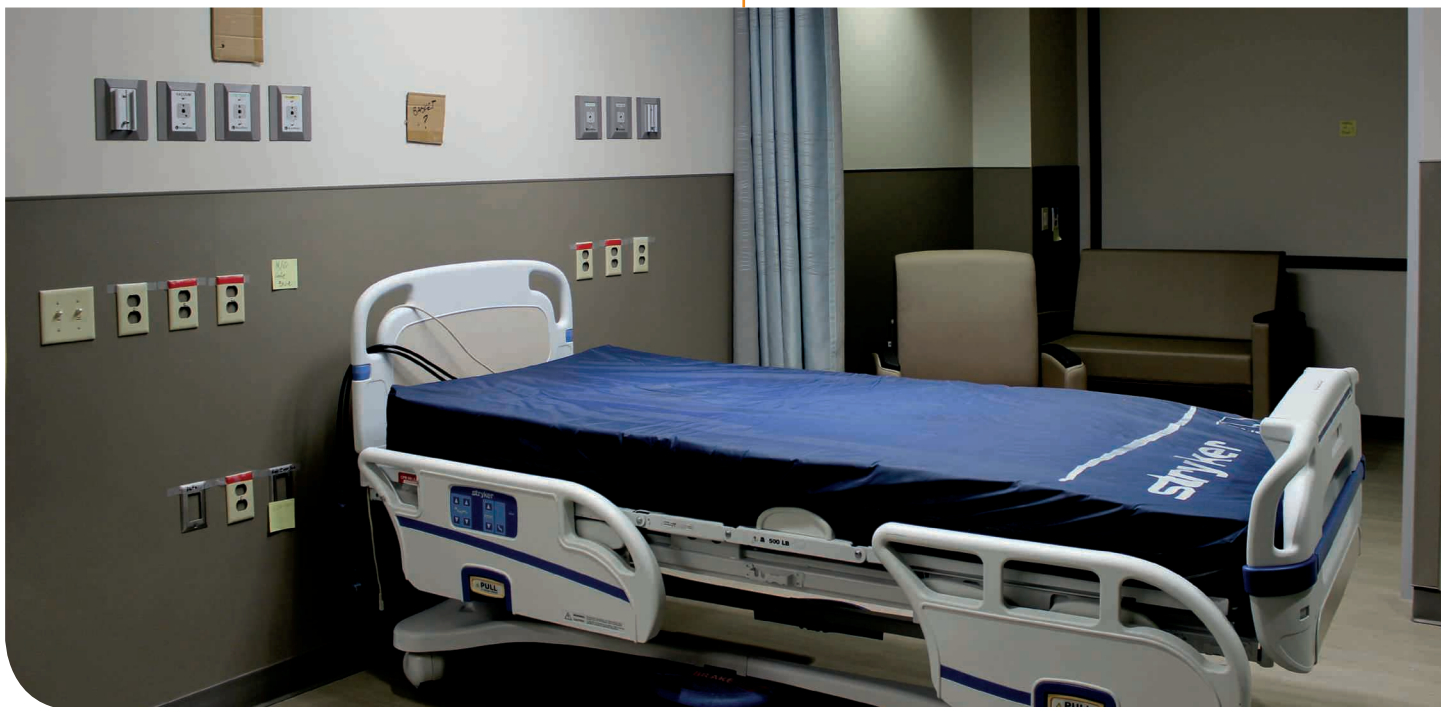
# Would you like a private room?

## Gifts to the Capital Campaign Will Make Private Rooms a Reality

**T**hanks to your gifts and the gifts of hundreds of others, private patient rooms will soon become the norm on our Petoskey Campus. The renovation project will build 92 new private patient rooms and will convert our existing rooms into private rooms, giving patients a peaceful, calm environment to heal.

Private rooms eliminate noise and interruptions from roommates, their visitors, and caregivers. For the loved ones visiting a patient, private rooms provide more space for them and improved communication between patients, families, and caregivers.

*“One of the most common requests we receive from patients is that they want a private room,” said Jennifer Woods, Interim CEO of McLaren Northern Michigan. “Research shows that environmental factors are very important to patient healing. We believe the rooms will have many benefits for patients, their loved ones, and our care teams.”*



A model patient room shows the new room design in actual dimensions.

(Left) Ken Bannister, Facilities Coordinator, shows the prototype of the cabinets in the new hospital rooms. These model rooms allow nurses and designers to view the rooms in actual size and determine what features work best for patient care.

# Local Business Owners Support the Communities They Care About

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**P**aul and Melissa Keiswetter are givers. They give their time to volunteer on boards. They lend their talents to help non-profit organizations improve the quality of life in northern Michigan. Through their business, Petoskey Plastics, they provide opportunities for local men and women to be employed in a world-renowned company.

They recently pledged a significant gift to the Building the Future of Health Care Campaign.

"I greatly care about northern Michigan, its residents, and our Petoskey Plastics' associates," said Paul, who spent summers here before becoming a permanent resident more than 50 years ago. "Having access to world class medical services, alongside the natural beauty of our area, offers retired, resorting, or working individuals a rare opportunity for an exceptional standard of living."

Melissa, who says she looks forward to a long and healthy life herself, values contributing to the quality

of health care available for all area residents.

"I'm Building the Future of Health Care to offer the citizens of northern

**"I'm Building the Future of Health Care to optimize the quality of life for all our local residents. If you can, why wouldn't you contribute?"**

—PAUL KEISWETTER, OWNER,  
PETOSKEY PLASTICS

Michigan the most advanced opportunity for living a healthy, quality life," she said. "Technology continues to provide better options, and McLaren Northern Michigan should be able to offer those," she added.

Melissa, a current trustee on the board of North Central Michigan College (NCMC), appreciates the relationship between the college and the hospital. "A perfect paradigm is to offer educational opportunities (through NCMC's nursing and health care programs) to our citizens, which can lead them to employment at McLaren Northern Michigan," she said.

The Keiswitters chose to live and run a business in Petoskey because of the cultural vibrancy, natural environment, and sense of community—qualities they still value today. Through their business, they have been able to contribute economic vitality and employment opportunities to our region. Through their philanthropy and volunteerism, they want to ensure that our area has phenomenal health care.

**Thank you to the Keiswitters and other local business owners and the over 900 donors whose gifts are helping build the new wing at the McLaren Northern Michigan Petoskey Campus.**

*I'm*  
**BUILDING**  
*the* **FUTURE**  
*of*  
**HEALTH CARE**

Both Paul and Melissa Keiswetter were recent patients at McLaren Northern Michigan and characterized the care they received as "professional, efficient, and conscientious."



## The Business Campaign

*Part of our plan for raising a minimum of \$33 million to help fund the Building the Future of Health Care Project is to develop a campaign specifically reaching local businesses. A committee of local business owners and citizens will work together to approach companies in the area asking for their support. We are getting close to our minimum goal, and the support of our community businesses will help us reach it!*

## How You or Your Business Can Get Involved

*You or your business can contribute to the Building the Future of Health Care Campaign by giving a gift today. Give online, through the enclosed envelope, or call one of our gift officers to learn the best options for your business, 231-487-3500.*

# Local Family Receives Care, Gives Back

Your giving helps families like the Darts get the care they need. Their hospital experiences inspire them to give back to help others.



Will and Ellen Dart with their children, Finn, 7, Liam, 13, Rosie, 4, and Brennan, 11. Brennan, Rosie, and Finn all need regular echocardiograms to monitor their health. The Dart Family is grateful for the care they have received through McLaren Northern Michigan.

**E**llen and Will Dart have heard the words “it’s a heart problem” three distinct times in their lives.

Three out of their four children have heart issues that involve ongoing supervision. Your gifts to support McLaren Northern Michigan have helped build the network of care professionals that supports the Dart family’s needs. For the Darts, having physicians and quality health care services close to home is vital.

Watch a video of the Dart’s story.

<http://bit.ly/DartFamily>

“I am so grateful for McLaren Northern Michigan and their collaboration with doctors who work together for our family,” Ellen said. “There is no way we

could live here without the quality of care provided by McLaren Northern Michigan.”

Thanks to McLaren Northern Michigan hospital staff, their pediatrician, and specialists from University of Michigan Health System, the Dart family is able to stay in Boyne City, and the children are active and thriving.

“Words can’t even begin to describe how grateful I am that these doctors and caregivers are here for our everyday lives, and when it comes to actually saving lives, there is no way I can adequately express my thanks,” Ellen said.

Because of the wonderful care the Dart family has received, they in turn decided to give to support the hospital expansion and renovation project. For them, it is a way to express their gratitude and pay it forward so others can receive the same level of care.

“You never know when you or your child will have a health care need,” said Ellen. “We want to give so our friends and neighbors can be taken care of as well as we have.”

## Thank You!

Thank you for seeing the value in having high quality facilities and health care services here in northern Michigan. Your gifts have impacted thousands of patients like the Darts, and you continue to make a positive difference in the lives of patients.

To help more families, send in your gift using the enclosed envelope, text “Give” to 231-487-6033 or give online at [McLarenNorthernBuilds.org](http://McLarenNorthernBuilds.org).

# Planned Giving: *Beneficiary Giving is Simple*

Making a gift through a beneficiary designation is a straightforward way to have a lasting impact.

**D**id you know that you can plan a future gift to the McLaren Northern Michigan Foundation without changing your will or parting with any of your assets during your lifetime?

One of the easiest gifts you can make is to name McLaren Northern Michigan Foundation as a beneficiary to one of the following assets:

## **IRAs and Other Qualified Retirement Plan Designations:**

Designate McLaren Northern Michigan Foundation as the ultimate or partial beneficiary of a retirement account such as the beneficiary of a retirement account such as an IRA or 401(k). If you're considering a gift in your will, retirement funds are a good option as these are heavily taxed when left to heirs.

**Life Insurance:** Name McLaren Northern Michigan Foundation as a beneficiary of an existing life insurance policy if your family no longer needs the benefits; designate all or a portion of the policy benefit.

## **Payable on Death (POD) and Transfer on Death (TOD)**

**Accounts:** A POD or TOD account allows for the money remaining in a bank or investment account to go directly to the beneficiaries named when the account owner passes. Simply instruct your account administrator where to distribute your account balance.

**Donor-Advised Fund Designations:** Recommend that at the end of your lifetime a lump-sum grant be made from your donor-advised fund account to a charity. Check your donor-advised fund's policies and guidelines to confirm.

These options allow you to give while providing you with peace of mind that you'll have access to your assets if they are needed.



## Plan Today, Give Tomorrow

Name McLaren Northern Michigan Foundation (Tax ID#: 38-2445611) as a beneficiary to one of the following assets:

- IRAs and Other Qualified Retirement Plan Designations
- Life Insurance
- Payable on Death (POD) and Transfer on Death (TOD) Accounts
- Donor-Advised Fund Designations



If you've already planned a future gift, please let us know so that we can thank you for your generosity and welcome you as a member of our Legacy Society and as a Friend of the Hospital. To learn more, contact Jennifer Doumanian, Planned Giving Officer, at 231-487-5020 or at [jennifer.doumanian@mclaren.org](mailto:jennifer.doumanian@mclaren.org)

We still need to raise **\$4 MILLION** minimum towards this project. Your gift can help! Give today.

**BUILDING**  
*the FUTURE*  
— of —  
**HEALTH CARE**  
*Campaign*

## *Project Update*



### **Construction continues even in the northern Michigan winter!**

*Here's a brief look at what your gifts have already made possible.*

- **State of Michigan Certificate of Need:** The CON was approved on schedule as expected in the fall.
- **Excavation:** Harbor Springs Excavating has moved more than 20,000 square yards of soil in order to dig the basement.
- **Earth Retention System (ERS):** A temporary wall is being built to encase the entire site. The wall will take five to six weeks to complete and will extend 40 feet down into the ground.
- **Concrete Foundations:** Once the basement digging is complete, concrete foundations will be poured through June.
- **Structural Steel Fabrication:** Steel beams are currently being fabricated for construction and will be delivered and erected in July.
- **Cath Lab Renovations:** Creation of a new Transesophageal Echocardiography room is underway and will be completed in early March.