



# 2020 Gratitude Report

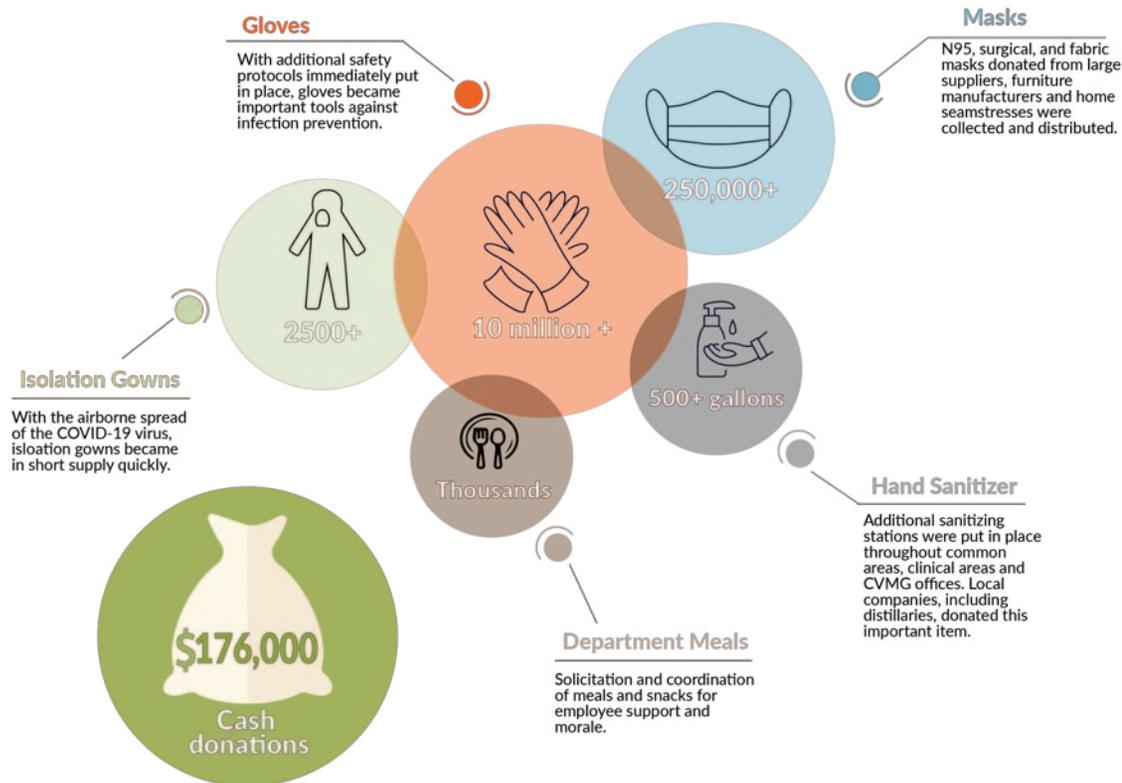
*A year like no other ...*



**CATAWBA MEDICAL  
FOUNDATION**

# CMF COVID-19 Response

The immediate work of the Foundation in the early days of the pandemic shifted to protection of our most valuable asset— **our employees.**



*Thank you*

COVID-19 has interrupted every plan for non-profits since March of 2020. For Catawba Medical Foundation, we cancelled our Catawba Casino Royale 2020, Ladies Let's Talk events, and the Physicians' Ball. Additionally, the Catawba Cares Employee Giving Program was halted for six months. These events and programs generate crucial funding for equipment and programming for Catawba Valley Health System.

As funding sources grew scarcer, needs continued to grow. Personal Protective Equipment, life-saving tools like ventilators, benefits for employees, and much more had to be secured.

To be able to quickly address the needs of our staff and patients, CMF created the Catawba COVID Relief Fund. Specifically pandemic-focused, this fund is dedicated to the emergent needs of the frontline workers who are battling this perplexing illness.

### Some of the projects funded by the COVID Relief Fund:

<b>Chest Compression Device</b> <i>A hands-off CPR device that protects staff from airborne particles</i>	<b>\$40,200</b>
<b>Onesies for Birthing Center babies</b> <i>"Who Wouldn't Want to be Quarantined With Me?"</i>	<b>\$750</b>
<b>Ipad program for pandemic</b> <i>New face-to-face communication mechanism</i>	<b>\$5,450</b>
<b>UV Lights</b> <i>The safest way to sanitize rooms</i>	<b>\$104,000</b>
<b>HELP Fund</b> <i>Emergency financial help for employees</i>	<b>\$100,000</b>
<b>COVID Testing platform</b> <i>Technology/equipment for the lab to do in-house testing</i>	<b>\$78,000</b>
<b>Benefit Premium Continuation Expense</b> <i>Payment for employees' benefits</i>	<b>\$113,700</b>
<b>Incubator Transport with vent</b> <i>Updated transportation vehicle for sick infants</i>	<b>\$49,000</b>
<b>Vapotherms, v60 Ventilators, portable Ventilators</b> <i>Necessary equipment to treat the breathing issues of COVID</i>	<b>\$70,400</b>
<b>Sliding glass window for CVFM-Claremont</b> <i>To protect staff from potentially contagious patients</i>	<b>\$1,685</b>

# The Cancer Center Tree of Life

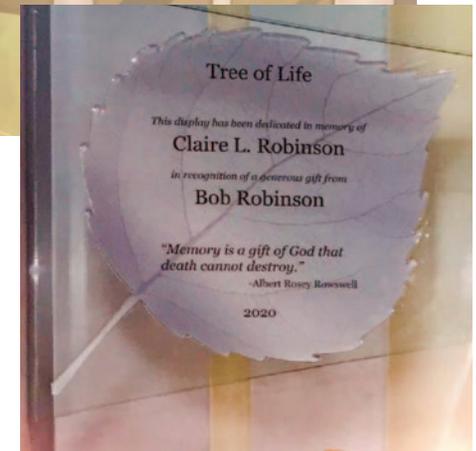
*paying tribute to all who fight*

Cancer touches everyone. We may have been spared personally, but we know someone who has dealt with it. Even with a positive outcome, a cancer diagnosis is scary for the patient and scary for family and friends. Cancer is called a Great Interrupter because it changes life, dividing it into the B.C. (before cancer) and the A.D. (after diagnosis).

When cancer results in a death of a loved one, the pain can be unbearable. Grief is a tricky thing, making us cry over the loss one minute and laugh over a joyful memory in the next. We all want our loved ones to be remembered. And if we have conquered cancer, we want to mark the journey in a memorable way and celebrate the victory.

Thanks to a generous donation from local businessman Bob Robinson, cancer patients can be remembered in a beautiful new display on the Oncology Unit at CVMC. The new Tree of Life exhibit, named in memory of his wife, Claire L. Robinson, can honor those who have battled courageously against a common enemy, cancer. The Tree of Life honors those who have survived, those to be remembered, and those who have aided in the fight like the nurses and doctors providing care. It's a beautiful tribute to the well-lived life of Claire Robinson and all of those who have fought cancer.

Leaves in silver for memorial or bronze in honor are available in two sizes for a gift to Catawba Medical Foundation of either \$250 or \$500 for support of the Cancer Center at CVMC. Visit [www.CatawbaMedicalFoundation.org](http://www.CatawbaMedicalFoundation.org) for more information or to place an order.



*“Memory is a gift of God that death cannot destroy.”*

*- Albert Rosey Rowswell*

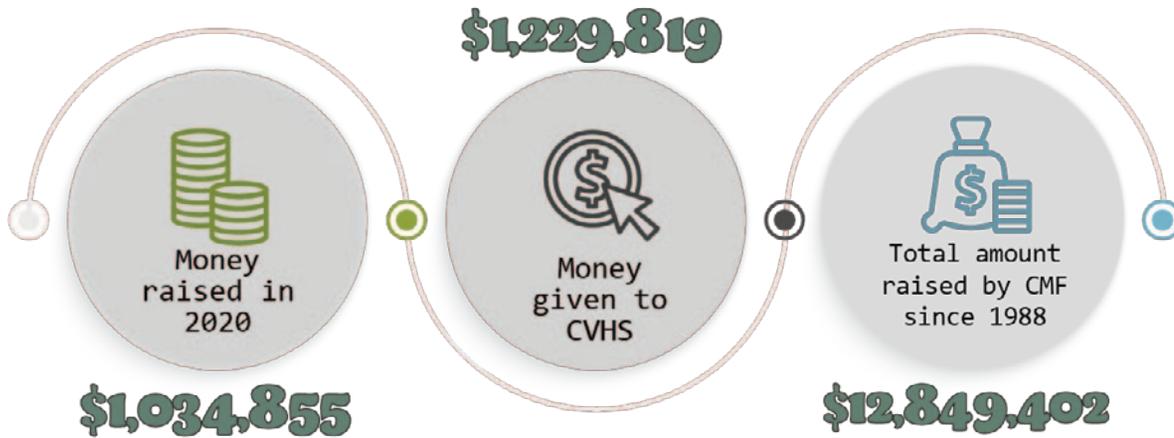
## **YOUR SUPPORT IS STILL NEEDED!**

If nothing else, COVID-19 has proved the importance of a strong healthcare system. For more than a year, Catawba Valley Health System has prioritized the health of the community even at the risk of its own financial stability. The income lost from important areas of the health system was considered secondary to protecting our frontline workers, resources and, ultimately, our patients.

There has never been a more important time to consider a financial gift to Catawba Medical Foundation. Your gift, when joined with others, supplements the outstanding services we provide to our community daily. You can be a part of Catawba's mission to provide excellent healthcare, every person, every time. Please consider a gift today!

*Make a donation today at [www.CatawbaMedical.org](http://www.CatawbaMedical.org)*

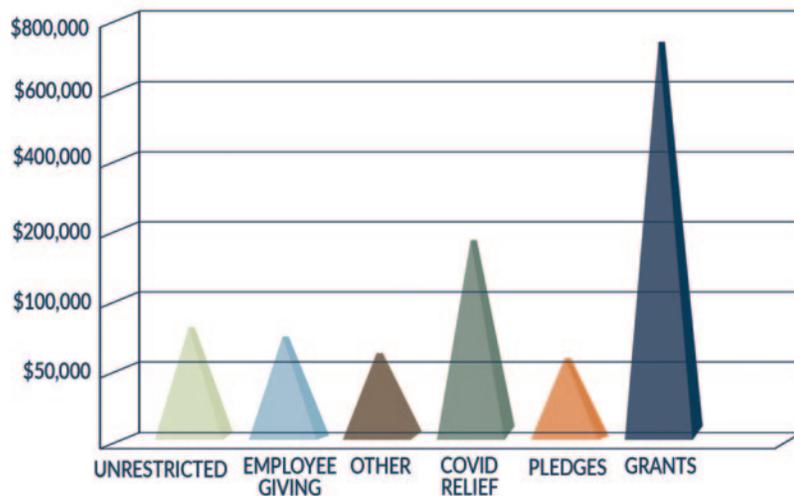
## CMF 2020 BY THE NUMBERS



116 NEW DONORS



## WHERE THE MONEY COMES FROM



## MESSAGE FROM GUY GUARINO

CHIEF  
DEVELOPMENT  
OFFICER

*Wow! There's never been a year like 2020 in the history of our hospital. I have to admit that my outlook in March of 2020 was grim – events cancelled, giving programs halted, in-person visits discouraged. I was very uncertain about the future.*

*But I should have realized that our community is special. When our supplies for Personal Protective Equipment were threatened, local business and individuals stepped in with incredible donations. When we needed new equipment immediately, donors gave generously. When our staff became discouraged, local restaurants and churches came through with meals and care baskets.*

*I'll never be able to adequately express my gratitude to everyone who gave so generously in 2020, but please know that you truly made a difference. **Thank you.***