



Message From the Executive Director, Janel McKenna



2007 Year In Review

Dear Sara and Friend,

2007 was a year of positive transition for the Oregon Health Care Foundation. The Board established specific developmental and growth objectives for the organization, and I am proud to report the following achievements.

- The OHCF web site, launched in June, provides the profession and public at large with access to Foundation resources including scholarship funds and senior wish grants.
- High profile participation in long term care assemblies including the Oregon Health Care Association's education programs and leadership meetings, informed key constituencies about OHCF's education and outreach programs.
- Prominent features in publications such as the Oregon Health Care Association's October 2007 Senior Care Spotlight, profiled the Foundation's work to directly benefit the lives of seniors in Oregon and promote quality care.
- Promotional literature and a video presentation were produced to provide communication tools for effective outreach to current and new audiences.
- The Foundation's first Donor Appreciation event thanked and recognized more than 170 long term care professionals and business partners for their support of prior fundraising auctions. The Foundation's first Honor Roll of Donors was published, distributed at the celebration and posted to the website.
- Research among the 235 OHCF



In This Issue

[Scholarship Program](#)

[Senior Wish Program](#)

[New Partnerships For Quality Long Term Care](#)

[OHCF Staff News](#)

[Board of Directors](#)

[Donors](#)

[Resources](#)

Board of Directors

OHCF appreciates the commitment and support from its diverse group of Board Members comprised of long term care profession leaders and business partners.

Board Officers:
Terri Waldroff, OHCF Board President, CEO/Farmington Centers

Margie Murphy Carley, OHCF Board Treasurer

Rick Miller, OHCF Board Secretary, Chairman/Avamere Health Services, OHCA

scholarship recipients to date confirmed that caregivers who have received scholarships have pursued and maintained careers in long term care - some 82% of the respondents remain in the long term care profession.

- 2007 welcomed the 450th caregiver to be trained on conducting the Senior Wish Program. A How-To-Guide was also published and posted to the website as a resource for long term care professionals.

The active participation of a dedicated Board of Directors, along with these initiatives, resulted in the Foundation raising \$173,000 in contributions in support of its mission. Renewed, increased and new support will be sought throughout 2008.

Now, with the launch of this e-newsletter, the Foundation will begin regular communication with what we hope will be a growing audience.

Scholarship Program

Fulfilling its charter mission of providing educational opportunities for long term care professionals, OHCF has awarded 235 scholarships since its establishment in 2000.

OHCF is proud to make a difference in the lives of those who dedicate their careers to serving Oregon's elders. It is an honor to invest in the future of individuals who serve with professionalism and heart in long term care.



Visit the OHCF website Scholarship [recipient](#) page for a list of 2007 awards.

The Foundation salutes the dedication to the profession demonstrated by these individuals and will proudly report their progress to you in the future.

Visit the [Scholarship Program](#) page to learn more about OHCF Scholarships.

Senior Wish Program

The Senior Wish Program enriches the lives of Oregon's senior citizens living in long term care by making lifelong dreams a reality and building community within facilities.



The Foundation facilitates the fulfillment of senior wishes by organizing statewide training for Activities Directors on how to conduct the Senior Wish Program.

President

Board Members

Pam Arvidson, VP/Care
Wise Management, Inc.

Jennifer Bay,
Administrator/Marquis
Vintage Suites at
Hawthorne Gardens

Karri Bolman,
Community Relations
Coord./Metro West
Ambulance

Susan Bowker,
Activities
Director/Marquis Care
at Centennial

Robert Decker,
President/Westcare
Management

Dan Desler, CEO/ West
States Land Reliance
Trust

Rick Dillon, Vice
Chairman of the Board/
Avamere Health
Services, OHCA Vice
President

Steve Fogg, CFO/
Marquis Companies

Melody Gabriel,
VP/ Generations, LLC

Albert Garibaldi,
Principal/ Garibaldi &
Associates, LLC

Registration fees for the training are underwritten by the Foundation to enable all to participate and CEUs are earned. OHCF also directly funds numerous Senior Wish initiatives and promotes the expansion of the Program throughout the state.

The Foundation appreciates the participation of its volunteer trainers to make this educational program possible. Visit the [Senior Wish Makers](#) page for a full list of OHCF training program participants.

Visit OHCF website's [Senior Wish Program](#) page to learn more.

New Partnerships For Quality Long Term Care

The Oregon Health Care Foundation partners with organizations such as the Oregon Health Care Association (OHCA) to deliver education programs that promote quality long term care.

Last fall OHCA requested Foundation support to fund a new series of seminars and communications among health care professionals about chronic illness management within the long term care environment. The premier program focused on Dementia and Alzheimer's Disease with a presentation from nationally respected subject expert, Dr. Pat Gillette, CMD, entitled "From a Tangled Mind to a Safe Cocoon: Expect Treatment Not Fear of Diagnosis", preceded by an interactive social hour that brought together long term caregivers, members of the Oregon Medical Association and key leaders of the Alzheimer's Association including Executive Director Judy McKellar who informed the group on resources available through the Portland Chapter and nationally. Dr. Gillette waived his honorarium, making an in-kind contribution of time and expertise to the Foundation. Forest Pharmaceuticals hosted the event. The Foundation is grateful to Dr. Pat Gillette and Forest Pharmaceuticals for their support that made this premier event a tremendous success.



2008 program planning is underway with a presentation on Arthritis and Parkinson's Disease planned for April and June respectively. For more information on the *Aging Well in Oregon Series* and how you might be involved, please call Janel McKenna at 503-726-5225. OHCF is currently seeking future supporters for this series.

Donors

OHCF is grateful to those individuals and companies that support its mission.

2007 leadership contributions were made by:

Unforgettables (\$50,000 plus)

Avamere Health Services

(\$25,000-\$49,999)

Marquis Companies

Pinnacle Health Care

Champions (\$10,000- \$24,999)

Farmington Centers, Inc

Generations LLC

Oregon Health Care Association

Western States Land Reliance Trust

For a complete list of donors April 2007- April 2008 visit OHCF's [Honor Roll of Donors](#) page.

Financial contributions are tax-deductible under section 501(c)3 of the IRS code.

Thank you for your support!

OHCF Staff News

Sara McNall has been named Marketing and Fundraising Coordinator of the Oregon Health Care Foundation. McNall, a native of Salem, relocated back to Oregon from New York City where she most recently worked as New Business Development Strategic Marketing Coordinator with Alloy Media + Marketing. Prior to Alloy, McNall was Sales & Marketing Coordinator with Simon & Schuster in New York. Before moving to Manhattan, McNall was Production Coordinator with Moore Information, a public opinion research firm in Portland.

McNall became familiar with the long term care profession during her post Graduate work with the Oregon Health Care Association supporting both the convention marketing and accounting offices. McNall was graduated from Oregon State University with a Bachelor of Arts in Business Marketing.



McNall brings experience and enthusiasm that will contribute to the Foundation's success in achieving its financial and programmatic goals in support of quality long term care and has expressed great commitment to the profession and her new position.

Resources

Learn about the Oregon Health Care Association at www.ohca.com.

Get information about OHCA's upcoming events at www.ohca.com/events.

Explore some of the rewarding career opportunities in long term care at www.ohca.com/workforce