

Foundation Focus

THROUGH GIVING WE HELP TO HEAL

Reflections on a Year Gone By...

The following is a brief conversation with the outgoing 2009 Queen of the Valley Medical Center Foundation President Starr Piner.

Q: How did you become involved in supporting Queen of the Valley Medical Center?

A: I started supporting the Queen through regular donations many years ago, while I was still a very busy mother. Once my children had grown, I decided to serve the Queen and the community in a more direct way. When I was invited to become a Foundation board member by my close friend Jayne Morrell, I jumped at the chance.

Q: What helped you make the decision to accept your current office?

A: One important reason for strongly supporting Queen of the Valley is the vital care the hospital provides for lower-income, uninsured Napa residents. I knew about the Sr. Ann Dental Clinic, for instance, before becoming involved on the Board, but not about the range of primary and specialty care services that they supported. It's remarkable how much the Sisters support this community. Learning about that critical role in the community made me want to find new ways and work even harder to support the Queen.

Q: Can you describe how the Foundation and the Medical Center work together?

A: We begin by sitting down to determine basic fundraising needs. Then we create campaigns to raise all or part of the money for programs identified. The Foundation's sole job is to make sure the Queen's patients and physicians have the best programs and latest technology.

Q: What are some of the highlights of your past two years?

A: One highlight has been the opportunity to be an insider on the great team effort that results in the Foundation's "Reach for the Stars" fashion show. Cancer survivors model current fashions with friends and family in attendance and the money raised supports Wellness Center scholarships for lower income cancer survivors at all stages of treatment. I will continue to be involved after my term ends.

Another goal when I took on the position was to make sure every donor felt appreciated and "in the loop." My predecessors had always done that and I wanted to make sure I could maintain, and possibly enhance, that connection. So many donors and event registrants received a personal, handwritten thank you note from me.

Our 2009 retreat with other SJHS Foundation board members was another highlight. It gave me a wonderful chance to learn what's going on in other ministries and get ideas for future programs and events. And I was also fortunate to be part of the Queen's 50th Anniversary.

Q: The 40th Anniversary of the Foundation was recently celebrated. What does continued community support mean to the Queen's effort to bring neurosurgery back to Napa?

A: I was fortunate to have been able to participate in the Foundation's 40th Anniversary Celebration where Tim Herman's \$1 million matching gift for the Peggy Herman Neuroscience Center was announced. This project is particularly close to my heart. I have a good friend who, like Peggy, was transported to Sacramento after a severe aneurism. Unlike Peggy, she recovered and is doing well, but I'm sure even more lives could be saved when we have these vital services right here in Napa.

Q: What advice would you provide to your successor in the President's chair?

A: My only advice would be to choose a couple of primary goals and work toward them diligently, while also keeping an open mind for new opportunities that come along. And be sure to savor the experience. I heeded those words of wisdom from my predecessor - and have enjoyed a truly wonderful term.

For more information

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Queen of the Valley Medical Center Foundation Enjoys Successful 2009

In 2009, 2,137 donors gave \$3,866,943 to the Queen of the Valley Medical Center Foundation. The 3,870 gifts received from these donors resulted in a \$999 average gift. In addition, our Endowment fund grew by \$679,399 making our total revenue a grand total of \$4,546,342.

A major effort in 2009 was the kickoff of a \$3,000,000 campaign for the Peggy Herman Brain Injury Fund. This fund will allow Queen of the Valley Medical Center to reestablish its Neuroscience program featuring Neurosurgery and a Stroke Center. Tim Herman generously challenged the community to raise this amount by committing \$1,000,000 toward the goal.

The gifts were raised at a cost per dollar raised of 30 cents or a return on investment of \$3.30 for every \$1.00 spent on fundraising.

The Foundation also distributed \$700,000 to Queen of the Valley Medical Center to upgrade our two Linear Accelerators for cancer treatment. Additionally the Foundation supported 100 patient scholarships for the Queen's Cancer Wellness Program.

