

GEISINGER HEALTH FOUNDATION

Impact Report 2022

Powering
the Future

Together



*Pediatric gastroenterology patient
Saige Lacoe of Clarks Summit*





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We're powering the future together

Everything we do at Geisinger is about making better health easier for the communities we serve. Whether that's opening new behavioral health facilities, providing the latest technology, or training the next generation of providers, we're here for our communities as we have been for more than 100 years.

But we couldn't be here without you.

In this impact report, you'll read incredible stories about our community showing up for us. Stories like that of Marjorie Marquart and her daughter Sam, who gave a gift to fund a "respite room" in the Henry Cancer Center for staff to have a quiet place to retreat and recharge. Or how through the generosity of our neighbors and friends, we were able to launch our virtual nursing program, which helps us treat more patients and involve family members in their care.

People and organizations help elevate care across our communities. Organizations like the Luzerne Foundation, which has a long-standing commitment to our School of Medicine and the incredibly generous scholarships to support future physicians. And we're grateful to individuals, like professional golfer Brandon Matthews, who hosted a golf tournament to give back to his hometown hospitals.

The philanthropic spirit of our community has made so much possible. Thank you for all you do for Geisinger, for our team members, our patients and each other.

Jaewon Ryu, MD, JD
President and CEO
Geisinger

Thank you for making positive change possible

Let me start by expressing my gratitude for your generosity in supporting Geisinger and the communities we serve. Your gifts make a meaningful difference in people's lives inside and outside of our medical facilities.

After all, healthcare goes far beyond what happens at the hospital. Health is directly impacted by the foods we consume each day and the environment in which we live. This is why Geisinger has expanded two important initiatives focused on nutrition and sustainability.

The Fresh Food Farmacy applies our "food as medicine" approach to help combat chronic conditions such as obesity and diabetes by making fresh, healthy food accessible to those in need. We're also empowering people with the knowledge to improve their health through behavior and lifestyle change.

Geisinger has also made progress on several green projects aimed at creating a healthier environment and reducing energy consumption. Solar panels have been installed at Geisinger Janet Weis Children's Hospital in Danville, Geisinger Healthplex State College and Geisinger Mt. Pleasant in Scranton.

Healing gardens have been created at each Geisinger hospital campus to provide a quiet place of respite for patients, families and staff. Similarly, about 200 acres of green space near Geisinger Wyoming Valley have been transformed into a beautiful, peaceful Wellness Trail, where people can disconnect from electronics and exercise.



These and other initiatives are all possible because of your support. Of course, there's always more to be done, and we hope you'll continue on this journey with us. The stories I've shared here, and the stories you're about to read, show just how much of a difference your gifts have made. On behalf of the Geisinger family, thank you so much for your generosity, now and in the future.

Nancy Lawton-Kluck
Chief Philanthropy Officer
Geisinger Health Foundation

Calendar Year 2022



Total donors
4,087



New donors
1,283



Total dollars raised
\$10,629,959



Total Foundation
funds distributed
\$10,327,443

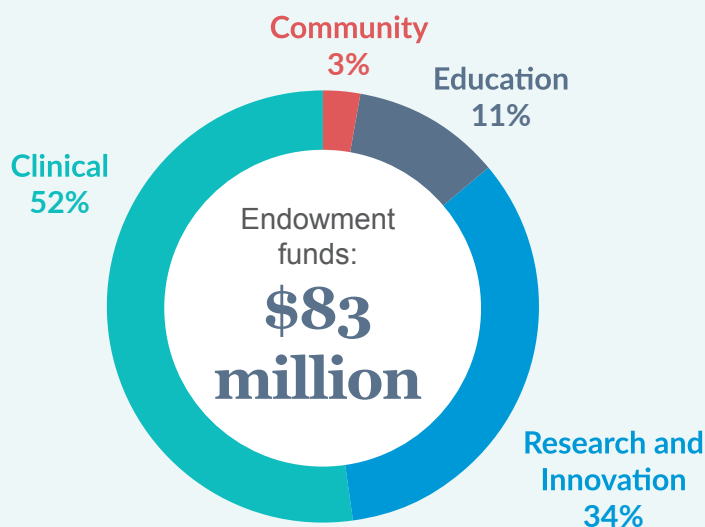


Children's Miracle Network
funds raised
\$1,403,748



Geisinger
Commonwealth
School of Medicine

Funds raised
\$1,704,624



As of December 31, 2022, approximately 201 individual restricted endowment funds, comprising \$83 million, were held as investments for Geisinger.



The Luzerne Foundation gives medical students a “license to dream”

A proud supporter of the Geisinger Commonwealth School of Medicine (formerly the Commonwealth Medical College) since its founding in 2009, The Luzerne Foundation has established a steadfast commitment to future physicians and the well-being of communities across northeastern Pennsylvania.

In fact, The Luzerne Foundation has awarded a total of 29 multi-year scholarships to Geisinger Commonwealth students. The Taylor Nursing Rehabilitation Fund of The Luzerne Foundation has been the most generous donor, awarding 15 scholarships from 2009 to 2022, followed by the Wilkes-Barre General Hospital Women's Auxiliary Fund (10 scholarships from 2014 to 2022) and the Appleseed Scholarship Fund (four scholarships in 2022).

“Scholarships give students a license to dream,” said C. David Pedri, Esq., president and CEO of The Luzerne Foundation. “We’re so honored to stand with these students and an exceptional school of medicine that cultivates their talent and passion, making it possible for students to achieve their lifelong dream and practice right here in the local community. This perfectly aligns with The Luzerne Foundation’s mission to be here for good and help those who help others.”

The Luzerne Foundation works to enhance the lives of Luzerne County residents by evaluating and addressing community needs through strategic grantmaking, promoting responsible philanthropy and connecting donors to causes that matter to them.

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Scholarships give students a license to dream ”

C. David Pedri, Esq.
President and CEO
The Luzerne Foundation

Since 2009, scholarships, awards and gifts to Geisinger Commonwealth School of Medicine from funds associated with The Luzerne Foundation have totaled \$1,432,869.



Geisinger Child Advocacy Center supports victims of child abuse and neglect

The Community Giving Foundation awarded a \$10,000 grant to the Geisinger Child Advocacy Center to help fund more than 40 forensic interviews for abused or neglected children in Columbia and Luzerne counties — which is near the average number conducted each year.

These interviews are done with a specially trained child forensic interviewer to make sure facts are gathered in a developmentally and culturally sensitive, unbiased, legally sound manner.

“The forensic interview is conducted in collaboration with law enforcement and Child Protective Services, and with techniques designed to make each child feel safe and protected while building trust and boosting their resiliency,” noted Melissa Wagner, program director for Child Safety and Advocacy at Geisinger. “Having these forensic interviews only done one time saves children from repeating and reliving their traumatic story.”

In 2022, the Child Advocacy Center cared for 575 children. However, funding is not readily available for forensic interviews, which are not reimbursed by insurance companies.

As a result, the Child Advocacy Center relies on assistance from philanthropic giving and grants, as well as Children and Youth Services, to cover costs. The generosity of the Community Giving Foundation’s Berwick Health & Wellness Fund protects and supports children with the resources they need and the compassion they deserve.



Catalyst funding improves access to pediatric behavioral health services

Two new initiatives have received generous gifts from the Susan W. McDowell Pediatric Behavioral Health Catalyst Fund, which was established in 2022, as part of the \$10 million Beyond the Bricks fundraising campaign, to improve pediatric behavioral health in the region.

The fund has awarded approximately \$130,000 to the Bridge Clinic to provide children in crisis with rapid, effective access to immediate and follow-up care by adding staff, including a care manager and scheduler.

“The Bridge Clinic will reduce the length of stay for our pediatric behavioral health patients and provide quick, effective access to care and care coordination,” said pediatric psychologist Samuel Faulkner, PhD. “The clinic will alleviate strain on our emergency medicine colleagues and provide interventions for children and families with professionals helping to navigate psychiatric crises. It will also ensure long-term access for patients with the appropriate behavioral health specialists.”

The McDowell Catalyst Fund has also awarded nearly \$28,000 to provide psychological care for pediatric patients dealing with inflammatory bowel diseases (IBDs) such as Crohn’s disease and ulcerative colitis. Funding is being used to embed a behavioral health specialist in the pediatric infusion center to provide patient assessments and reduce the risk of physical and mental health challenges that are often associated with IBD.

The Geisinger family is grateful for the catalyst fund created with a \$1 million commitment from Susan McDowell of Lewisburg, a partner of Geisinger in behavioral health for more than 20 years, as well as more than \$100,000 in gifts from the community. All contributions are making a difference for children in crisis, and ongoing support is needed and appreciated.



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Samuel Faulkner, Ph.D.
Pediatric Psychologist



NEPA golf event raises \$100,000 for Geisinger's kids

The NEPA Invitational, a pro-am golf event created and hosted by PGA Tour golfer and Dupont, Pa., native Brandon Matthews (below at left), was held Oct. 15 and 16 at the Country Club of Scranton and raised \$100,000 for Geisinger Janet Weis Children's Hospital through the Scranton Area Foundation. Matthews is thrilled to be able to support pediatrics at Geisinger.

"Geisinger Janet Weis Children's Hospital is incredibly important to me because it's the local hospital in my hometown, providing essential healthcare services to countless families, including mine," Matthews said. "Children shape the future and have the potential to make a significant impact on our world. I'm passionate about investing in their well-being and making a difference in the lives of local children and families."



Matthews and the Country Club of Scranton are excited to host the third NEPA Invitational on Sept. 23 and 24, with Geisinger Janet Weis Children's Hospital once again chosen as the event's beneficial charity.

"My goal is to create positive change in the community that has shaped me," Matthews said. "The fact that we are about to host our third event is absolutely incredible. We feel so proud to be able to make a small impact and provide opportunities for others in northeastern Pennsylvania."

Henry Cancer Center campaign funds massive expansion

The quality of care at the Frank M. and Dorothea Henry Cancer Center, located at Geisinger Wyoming Valley Medical Center in Wilkes-Barre, was never in question. The facility simply lacked the space to house a variety of specialists and technologies, which would enable patients and families to see multiple doctors and receive different types of specialized care at the same location.

Consider the lack of space addressed, thanks to an \$80 million expansion that began in 2020. An important milestone in the campaign was reached in March 2022 with a ribbon cutting that introduced the community to the newly expanded Henry Cancer Center, which has more than quadrupled in size to nearly 130,000 square feet.

“The Cancer Center has always provided impeccable care and the staff is incredibly compassionate,” said Marjorie Marquart (right), Henry Cancer Center Expansion Campaign Committee chair and daughter of Frank and Dorothea “Dottie” Henry. “The additional space makes it possible for more people in our community to receive the testing and treatment they need without traveling to different facilities. Patients and families have access to exceptional care right in the Wyoming Valley.”

Having access to top-notch cancer care close to home is very personal for the Marquart family, who lost Marquart’s daughter, Olivia, to a rare form of cancer five years ago. Olivia had received treatment at the Henry Cancer Center.

“Olivia cared deeply for the people who cared for her,” said Samantha Marquart Brainard (above left), Olivia’s sister and Henry Cancer Center campaign committee member. “She would want everyone to know how much they meant to her and our family. The sense of



gratitude we feel for everyone who touched her care in some way drives us to be involved in making sure the cancer center continues in a positive direction.”

The gratitude for the Geisinger family is evident in the Henry Cancer Center’s Respite Room, which was funded by a gift from Marquart, Marquart Brainard and her husband Jamie.

“We wanted to create a space where anyone who worked

at the Cancer Center could step away and relax,” Marjorie Marquart said. “Cancer care can be very draining for doctors, nurses, aides and technicians. This space helps care for the people who care for others, even if it’s just for five minutes to decompress with a cup of coffee. We wouldn’t have this center without the people who make it such a special place for our neighbors in the Wyoming Valley.”



Donor generosity supports launch of virtual nursing

Healthcare organizations across the country are facing a shortage of registered nurses (RNs). The pandemic caused many nurses to leave bedside nursing or retire early and had a negative impact on the clinical experience of new nurses. Meanwhile, 30% of all RNs in the U.S. expect to retire during the next five to 10 years.

With a 41% RN vacancy rate, Geisinger recognized the need to shift from traditional models of nursing care to a virtual model that would leverage innovative technology to enable remote care and provide more resources and support for the novice nursing workforce.

The Geisinger Health Foundation allocated \$170,000 in unrestricted gifts from donors to help launch the Virtual Inpatient Nursing Program at the end of 2022.

Virtual nursing has created additional access for both care teams and patients and fosters a family-centered approach to care by allowing family to participate in video calls and remote visits. Research has shown that patients benefit from shorter hospital stays on average while expediting the turnover of available beds.

Nurses can perform a wide range of tasks without physically visiting patients' rooms, including admission documentation, medication reconciliation, abuse and suicide risk assessments, hourly rounding, chart audits, order reviews, discharge education, care plan resolution and more.

The Virtual Inpatient Nursing Program is a shining example of how philanthropy can make a difference in the lives of nurses, patients and families while addressing a specific challenge and supporting Geisinger's strategic priorities.

Community foundations step up to support Geisinger

Community foundations are having a tremendous impact at Geisinger and on the lives of the people we serve. Each foundation typically stewards a variety of donor-advised funds. Multiple funds within a community foundation often pool their resources for philanthropic giving to realize the greatest return on their investment.

The Geisinger family would like to thank the Scranton Area Community Foundation, the Community Giving Foundation in Berwick, the Luzerne Foundation in Wilkes-Barre, the First Community Foundation Partnership of Pennsylvania in Williamsport and other foundations for their generous gifts to Geisinger. Your support has been felt and is greatly appreciated.

If you're involved with a community foundation or funds within that foundation and are considering ways to make a difference in your local area, please consider one of Geisinger's many programs, initiatives and facilities.

Pediatric Endocrinology to receive \$750,000 planned gift in honor of 50-year nurse

The Geisinger Women and Children's Institute will receive a \$750,000 planned gift to support pediatric endocrinology in memory of Jane Evans (in portrait at right), who spent 50 years with Geisinger as a nurse practitioner. Evans passed away in 2021.

She started her career in 1969 as a pediatric nurse at Geisinger and played a role in the formation of the pediatric endocrinology department. She was inducted into the Geisinger Pediatric Hall of Fame in 2015.

"She cared so much for the kids and the kids loved her," said the donor, who wishes to remain anonymous. "Patients who returned to Geisinger as adults would always visit her and thank her, and they would send her cards and letters for years. Jane helped so many kids in ways they'll always remember."

This generous gift is intended to fund future pediatric endocrinology initiatives at Geisinger.

"Jane represented the compassion and dedication that personify the nursing profession, and Geisinger is honored to receive this gift in her memory," said Frank Maffei, MD, chair of Pediatrics for the Geisinger Women and Children's Institute. "The Geisinger family and thousands of patients and families are grateful for Jane, and we will continue to honor her life's work by living up to her high standards."



“

The Geisinger family and thousands of patients and families are grateful for Jane, and we will continue to honor her life's work by living up to her high standards ”

Frank Maffei, MD

Chair of Pediatrics
Geisinger Women and Children's Institute



Ciocca Toyota gift funds pulmonary testing equipment

Ciocca Toyota of Williamsport joined the Geisinger family of corporate partners in 2022 with a generous gift of \$32,000 to Geisinger Medical Center Muncy. The gift funded the purchase of new pulmonary testing equipment, which is being used to help diagnose lung disorders, diseases and damage and determine the effectiveness of treatment plans.

“Geisinger is an integral part of the community, providing vital, life-saving medical care to residents of the Williamsport area,” said Christy Del Rio, marketing director, Ciocca Dealerships. “Ciocca Toyota of Williamsport is grateful for the opportunity to fund pulmonary testing equipment that will be used on a daily basis and have an immediate impact on people’s lives.”

For nearly 40 years, Ciocca Dealerships have been family-owned and community-driven. Ciocca Toyota of Williamsport values its relationship with Geisinger and happily supports local organizations that provide much-needed services for residents.

“Gregg Ciocca (CEO, Ciocca Dealerships) is a firm believer in giving back to the communities we serve,” Del Rio said. “Geisinger Medical Center Muncy is a trusted neighbor, just a half mile down the road from Ciocca Toyota of Williamsport. We’re honored to support an organization that does such wonderful work so close to home.”



New institutional structure sets tone for future

Julie Byerley, MD, MPH, president and dean, Geisinger Commonwealth School of Medicine, and executive vice president and chief academic officer, Geisinger, announced in September of 2022 the formation of Geisinger College of Health Sciences, which now serves as the “umbrella” institution uniting Geisinger’s School of Medicine, School of Nursing and School of Graduate Education under a single entity. In addition, the new entity is overseeing the expansion of the Geisinger School of Nursing and paves the way for future health professions programs needed to serve our region.

Geisinger

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