

G U N N I S O N V A L L E Y H E A L T H F O U N D A T I O N







GUNNISON VALLEY HEALTH
FOUNDATION

Mission

Empowering community well-being through dedicated support, advocacy, and partnership with Gunnison Valley Health.

Vision

To foster the growth of Gunnison Valley Health as a leading, innovative healthcare system recognized for clinical excellence, comprehensive care, and a commitment to lifelong health and wellness.

Our role

Cultivate and manage philanthropic resources to support Gunnison Valley Health's mission and strategic initiatives, ensuring sustainable growth and innovation in healthcare.

Act as dedicated ambassadors for Gunnison Valley Health, fostering strong community relationships and increasing awareness of programs, services, and the impact of quality healthcare in our region.

Goals | Strategic Priorities

Strategic Priority | O N E

Increasing Community Awareness of Gunnison Valley Health and the Foundation

The Gunnison Valley Health Foundation will actively enhance awareness of its mission, emphasizing that support for the Foundation directly strengthens Gunnison Valley Health, advances healthcare excellence, and promotes overall health and wellness in the valley.

Through consistent visibility, strategic outreach, and compelling storytelling, we will share the impact of donor contributions, highlight the excellence of GVH's programs and services, and inspire community investment in the future of local healthcare. By engaging with the community, we aim to foster lasting connections and reinforce the essential role of philanthropy in sustaining and growing Gunnison Valley Health.

Strategic Priority | T W O

Securing Philanthropic Funds to Advance Rural Healthcare and Access

The Gunnison Valley Health Foundation will prioritize strategic, ethical, and impactful fundraising efforts to ensure the long-term sustainability of Gunnison Valley Health and expand access to high-quality healthcare services close to home.

Through the development and implementation of a comprehensive fundraising strategy, the Foundation is committed to raising \$10 million by the end of 2028 to support service line development focused on rural healthcare needs. This will enhance patient care, expand vital programs, and ensure that all Gunnison County residents have access to the essential services they need.

By maintaining strong stewardship, transparency, and ethical fundraising practices, we will inspire trust, engage donors, and drive meaningful contributions that directly support the health and well-being of our community.

Strategic Priority | T H R E E

Strengthening Strategic Partnerships for Community Health

The Gunnison Valley Health Foundation will continue to develop and grow partnerships with key community organizations that align with and support the mission of Gunnison Valley Health. By fostering collaboration, we recognize that we are stronger together, working toward shared goals that enhance healthcare access, innovation, and overall wellness in the Gunnison Valley.

Through shared fundraising efforts for mutual goals, we will maximize resources, drive collective impact, and ensure that vital programs and services remain accessible to all. By actively engaging with community partners, we aim to build a healthier future through cooperation, trust, and a unified commitment to excellence in rural healthcare.

Strategic Priority | F O U R

Advancing Rural Healthcare and Service Line Development

The Gunnison Valley Health Foundation will provide financial support for the development and expansion of essential service lines at Gunnison Valley Health, ensuring that high-quality healthcare remains accessible close to home for our community.

By investing in rural healthcare innovation and sustainability, the Foundation will respond to the evolving needs of our residents, growing specialty services locally to reduce the need for patients to travel outside the community for critical care. Through targeted fundraising and strategic resource allocation, we will support the long-term stability of our healthcare system, enhance patient outcomes, and drive advancements that keep Gunnison Valley Health at the forefront of rural medicine.

Objectives | Specific Results

Strategic Priority | ONE

Increasing Community Awareness of Gunnison Valley Health and the Foundation

Enhance GVH Foundation Visibility and Recognition

- Expand digital marketing efforts by increasing engagement across social media platforms by 20% by 2026, focusing on younger populations and remote workers.
- Feature board members in the e-newsletter at least quarterly, highlighting their role and impact.
- Develop a “New Resident Welcome Basket” program and distribute at least 25 baskets annually to introduce newcomers to GVH services and the Foundation.
- Maintain a strong presence in the community by sponsoring or co-hosting at least 10 local events/organizations per year, strengthening relationships and promoting GVH programs.

Strengthen Board Recruitment and Community Engagement

- Recruit new board members to fill vacancies each year with diverse backgrounds, including younger residents, ranchers, immigrants, attorneys, or other professionals who can serve as community influencers.
- Develop and implement an outreach plan to engage second homeowners through two or more small educational events per year, providing resources and highlighting GVH’s role in the community.
- Board members regularly round with GVH employees at least quarterly to ensure staff understands the Foundation’s role and can communicate its impact effectively.

Increase Public Awareness Through Storytelling

- Create and share at least 6 patient stories per year across digital platforms, newsletters, and events to illustrate the impact of Foundation funding on real people in the community.
- Produce and distribute “Cradle to Grace” video content to showcase the full continuum of GVH services, integrating at least 3 new videos annually into newsletters and social media.
- Produce and distribute an annual impact report that highlights the programs and services funded by the Foundation, ensuring transparency and awareness of donor contributions.

Objectives | Specific Results

Strategic Priority | T W O

Securing Philanthropic Funds to Advance Rural

Healthcare and Access

Establish Sustainable Giving Programs

- Launch a Planned Giving Program by the end of 2026 to ensure the long-term operational sustainability of Gunnison Valley Health.
- Establish an Annual Giving Program, “Our Valley, Our Health,” by July 1, 2025, to create a reliable funding stream for GVH.
- Convert at least 10% of existing donors into recurring annual donors by 2026 to strengthen ongoing philanthropic support.
- Secure at least 10 donors at the \$50,000+ giving level by 2028 to support strategic priorities in rural healthcare and service expansion.

Execute Fundraising and Engagement Activities

- Host a minimum of 3 fundraising events and 2 friend-raising events annually to engage donors, educate the community, and expand GVH Foundation’s impact.

- Steward and maintain donor relationships by developing a structured donor engagement strategy, including personalized outreach, impact reporting, and appreciation efforts.
- Implement a donor stewardship plan with regular thank-you communications, storytelling campaigns, and exclusive donor appreciation events to enhance retention and deepen engagement.

Expand Grateful Patient and Guardian Angel Programs

- Develop clear guidelines for evaluating the Guardian Angel and Grateful Patient Programs by the end of 2025.
- Increase donor participation in the program each year, tracking the number of gifts made in honor of GVH providers and staff.
- Incorporate Foundation information into thank-you cards for doctors and nurses to raise awareness and encourage patient-driven philanthropy.

Explore Innovative Giving Opportunities

- Partner with Gunnison Valley Health to support their efforts in evaluating and pursuing opportunities for service development that address the unique needs of part-time and vacation-home residents.
- Continue and expand grant writing efforts to secure funding for GVH programs and services, prioritizing initiatives that improve healthcare access and rural health service delivery.

Strengthen Support for GVH Staff through the High Peaks Program

- Increase financial support for GVH staff through the High Peaks program by at least 10% annually.
- Develop targeted fundraising campaigns to address workforce sustainability, ensuring GVH can attract and retain top-tier healthcare professionals in a competitive rural healthcare landscape.

Objectives | Specific Results

Strategic Priority | T H R E E Strengthening Strategic Partnerships for Community Health

Deepen Collaboration with Key Community Organizations

- Maintain and expand partnerships with Gunnison Tough and Living Journeys by attending and supporting at least two of their events annually and exploring joint fundraising opportunities for cancer care services in Gunnison County.
- Engage in at least three collaborative initiatives annually with local organizations such as the Chamber of Commerce, Western Colorado University, and local realtors to enhance awareness and drive community-driven support.

Strengthen Board and Leadership Engagement

- Establish regular connections between the GVH Foundation Board and new GVH staff, including medical providers and the executive team, to ensure they understand the Foundation's role and how they can contribute.
- Host at least two engagement events annually, such as dinners or personal gatherings, to foster a deeper connection between Foundation supporters and healthcare leaders.

Support Education and Workforce Development Initiatives

- Continue financial support for the Western Colorado University Nursing Scholarship Fund, ensuring the sustainability of scholarships that support the local healthcare workforce.
- Explore expanding scholarship opportunities for students pursuing careers in rural healthcare to build a pipeline of future providers for GVH.

Advance Behavioral Health and Health Equity Initiatives

- Remain an active partner in the Gunnison County Health Coalition, participating in at least two major initiatives annually to expand behavioral health resources and support those in the community facing the greatest challenges.
- Prioritize health equity funding by increasing support for initiatives that address healthcare access for the immigrant community, ensuring culturally competent care and needed services are available.

Objectives | Specific Results

Strategic Priority | F O U R Advancing Rural Healthcare and Service Line Development

Provide Financial Support for Expanding Local Healthcare Services

- Raise \$5 million (of the \$10 million goal) by the end of 2028 to directly support the development of critical service lines, ensuring high-quality healthcare remains accessible close to home.
- Increase funding for rural healthcare expansion initiatives by at least 10% annually, prioritizing services that reduce the need for patients to travel outside the Gunnison Valley for specialty care.
- Provide funding annually for essential medical equipment purchases, ensuring GVH has the technology and tools necessary to provide high-quality patient care.

Strengthen Service Line Development for Rural Healthcare Needs

- Work with GVH to identify and support the development of at least two new or expanded service lines by 2028, focusing on areas of greatest need in the community.
- Fund at least one initiative annually that enhances an innovation in care delivery model telemedicine capabilities, enabling greater access to specialists and advanced care within Gunnison County.
- Explore grant funding opportunities and secure at least two new grants per year to further support rural healthcare advancements.



GUNNISON VALLEY HEALTH
FOUNDATION

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& Development*

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The Gunnison Valley Health Foundation is an IRS designated nonprofit 501(c)(3) organization. Donations are tax deductible. In addition, individuals who pay Colorado State Income Tax are eligible for an Enterprise Zone tax credit on their Colorado return. Donations of \$100 or more earn a 25% tax credit.



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