



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 2, 2008

CONTACT

Edward Mintiens, 607-547-3567
Diane L. Wells, 607-547-6354

FRIENDS OF BASSETT: 2007 ADVANCING PHILANTHROPY FOR BASSETT HEALTHCARE

Cooperstown, N.Y. – “Often people do not fully realize the positive effect they can have,” explained Scott A. Barrett, executive director of the Friends of Bassett. “As the fund-raising arm of Bassett Healthcare, the Friends continues its mission to work with donors for the common good, helping to ensure high quality and accessible health care. At the same time, we strive to make everyone—within the Bassett organization and across the region—aware that they can personally impact the strength of our health care system.”

Pointing to the fund-raising accomplishments that the Friends’ achieved in 2007, Mr. Barrett said, “Thanks to the leadership we receive from our board of directors, the support of Bassett’s trustees, administration and staff, and those of our affiliates, as well as our countless volunteers and generous donors, the Friends is able to carry out activities that help advance Bassett’s mission to provide progressive health care throughout central New York.

“We’re most proud that through prudent management and overwhelming regional support, our philanthropic organization raised \$8.05 for every dollar spent on fund-raising, which compares favorably to the Association for Healthcare Philanthropy’s benchmark of raising \$3.58 for every dollar spent,” explained Mr. Barrett.

In 2007, a non-campaign year, the Friends raised \$6,271,207, an 84 percent increase from 2006. Donations to Bassett and all of Bassett affiliates were up. The Friends distributed more than \$5,628,487 in cash payments to Bassett, 25 health centers and Bassett affiliates, Cobleskill Regional Hospital (CRH), Little Falls Hospital (LFH), O’Connor Hospital and Valley Health Services (VHS). Nearly \$688,300 was raised in support of CRH, and over \$193,600 was raised for O’Connor Hospital. The Friends also assisted LFH and VHS in their fund development efforts in 2007. LFH recorded \$1,729,948 in gifts while VHS raised \$42,845, an increase of 38 percent over 2006.

From Jan. 1 to Dec. 31, 2007, 3,952 donors made gifts and pledges through the Friends for Bassett Healthcare and its affiliates. Unrestricted giving to The Mary Imogene Bassett Hospital reached \$611,670, a 69 percent increase over 2006. Leadership-level giving by donors helped to drive the Friends’ fund-raising results. In 2007, the Friends’ annual honorary giving groups, the President’s Forum (\$1,000-plus) and the Chairman’s Circle (\$5,000-plus), grew in membership to 563. The Friends’ honorary planned giving group, The Cupola Society, also grew with 11 new members in 2007.

“The Friends gained 100 percent participation from the trustees of The Mary Imogene Bassett Hospital, Cobleskill Regional Hospital, Little Falls Hospital, O’Connor Hospital, Valley Health Services and the Friends’ board of directors,” said Mr. Barrett, who pointed out that all members of Bassett Healthcare’s administration also gave at either the President’s Forum or Chairman’s Circle levels.

Total revenue from foundations and corporations exceeded \$2.6 million. By year’s end, the Friends’ \$840,000 fund-raising goal toward furnishing the mobile coach with was within sight as a total of \$789,000 was recorded in gifts and pledges. Local fund-raising throughout the Schoharie Valley continued to support the establishment of Bassett Healthcare–Middleburgh, which is scheduled to open in spring of 2008. Donors contributed \$128,000 toward the start-up costs for the new clinic.

- more -

Special fund-raising events organized by the Friends also contributed to the Friends' philanthropic goals. The 10th annual KeyBank Bassett Invitational on May 29 raised over \$104,000 in net proceeds. The Friends also helped to organize the first annual O'Connor Hospital Golf Tournament, which raised more than \$50,000.

The fifth annual NBT Heart of the Matter Patient Education Luncheon raised over \$50,000 for the Bassett Heart Care Institute's educational program, "UpClose Cardiac Surgery," for middle-school students. The fund-raising year concluded with the "Golden Dragon Ball," the 2007 New Year's Eve Gala, which broke all previous Gala records by raising more than \$151,000 in net proceeds, a 13 percent increase over the 2006 event.

"We thank all who have helped us serve the region. We are grateful that so many donors continue to invest in the health of their communities by supporting Bassett and its affiliates through their generous gifts to the Friends of Bassett," concluded Mr. Barrett.

###

Bassett Healthcare is a member of the NewYork-Presbyterian Healthcare System, and a leading provider of health services in the central New York region, offering quality primary and specialty care services targeted to address this region's health care needs. For more information about Bassett, visit www.bassett.org.