



WINTER HAVEN HOSPITAL
FOUNDATION

Strategic Plan



WHHFoundation.org

Strategic Plan

Mission

The mission of the Winter Haven Hospital Foundation is to provide an effective channel for individuals and organizations that wish to support Winter Haven Hospital in its mission to improve the health of our community by providing high-quality, compassionate patient care.

Vision

- To be recognized as a donor-centric philanthropic organization with effective programs for constituent cultivation and stewardship, annual giving, campaign management, major gift development and charitable estate planning
- To provide substantial annual funding for designated Winter Haven Hospital patient care programs and community health projects consistent with the mission of the Foundation
- To be recognized as this area's philanthropic organization of choice with capabilities to accomplish the vision

Excellence

Building on the Tradition

The Winter Haven Hospital Foundation, Inc., is an independent, Winter Haven-based, not-for-profit charitable institution governed by a board of volunteer trustees. The Foundation cultivates philanthropic support to give patients state-of-the-art medical care, cutting-edge technology and equipment, and the best educated and trained team members. All funds raised are retained locally and used to support the not-for-profit patient care mission of the Foundation.

Starting with zero assets after re-incorporating in 2002, the Foundation, with generous visionary support, has grown its total assets to more than \$22 million as of 2022. Over the past two decades, the Foundation has facilitated and conveyed approximately \$20 million to expand and enhance patient care services for our community.

In 2015, State Farm® donated one of the most visible and valuable pieces of real estate in eastern Polk County to the Foundation. State Farm's visionary investment allowed the Foundation to convey a long-term land lease with a commercial value of \$6.5 million to Winter Haven Hospital. With this magnificent gift, the hospital completed the first phase of construction of a 16,000-square-foot medical arts center on the property. Now fully completed, the facility has dramatically increased access to high-quality health care services for Highway 27 corridor communities.



Community Benefit

In a landmark initiative in 2017, the Foundation completed its facilitation of the establishment of the Florida State University College of Medicine Family Medicine Residency Program at Winter Haven Hospital. The total financial benefit to Winter Haven Hospital, BayCare Health System and the community is estimated to be \$27,000,000 in the first five years of the program's operation.

In 2017, the Foundation facilitated the establishment of The Florida State University College of Medicine Family Medicine Residency Program at Winter Haven Hospital through a \$3,750,000 grant from the Polk County Indigent Care Fund.

In 2021, the Foundation facilitated a \$1 million grant from the Polk County Indigent Care Fund. The funds have been used to establish the Foundation's clinical psychology doctorate training program in partnership with the Florida Institute of Technology for the citizens of eastern Polk County.



Innovation

Sustaining the Legacy

Winter Haven Hospital Foundation funding has been used to:

- Establish Winter Haven Hospital's nationally recognized **Bostick Heart Center** and **Cassidy Cancer Center**
- Establish the new **Florida State University College of Medicine Family Medicine Residency Program** at Winter Haven Hospital
- Establish the **Winter Haven Hospital Medical Arts Complex**
- Provide state-of-the-art digital mammography and ultrasound equipment for the Winter Haven Women's Hospital NICU
- Establish the **Winter Haven Hospital Robotics Institute** and the **Center for Urology**
- Facilitate the construction of **Winter Haven Hospital's west expansion** and **Volunteer Auxiliary Grande Lobby** projects
- Develop and enhance Winter Haven Hospital's patient care services through major support conveyed to the **Polk State College** and **Florida Southern College** nursing departments
- Establish the Foundation's **American Psychological Association Accredited Clinical Psychology Internship Program**

Shaping the Future of Our Community

Fulfilling the Strategic Plan

The mission of the Winter Haven Hospital Foundation is to support Winter Haven Hospital in providing superior health care to the Winter Haven and eastern Polk County communities. The Foundation offers many creative and powerful opportunities to individuals and organizations that are passionate about advancing the Foundation's patient-centric mission. Gifts to the Winter Haven Hospital Foundation support the most current and urgent needs of the hospital and patients, and enhance the Foundation's endowment which facilitates the Foundation's ability to fund future priorities. Your investment will help shape health care in our community – immediately and for years to come.

Ways to Give

The Winter Haven Hospital Foundation accepts a wide variety of gifts including:

- Cash
- Publicly traded securities
- Retirement assets (e.g. IRAs, 401(k)s, annuities)
- Bequests via wills and living trusts
- Donor-advised funds
- Life insurance policies
- Real estate and personal property
- Remainder of life income assets
- Charitable remainder trusts
- Charitable gift annuities
- Closely held stock
- Lead gift from charitable lead trusts

It's easy, flexible and task effective to invest in the Foundation's patient-centric mission:

- Establish a fund in honor of or in memory of a loved one to support patient care areas that are important to you.
- Contribute to an existing Foundation fund such as the Annual Fund, Fund for Women and Children, Community Blood Center Fund, the Florida State University College of Medicine Family Medicine Residency Program Fund and the Mental Health Fund, or create a donor-advised fund and select your preferred designation each year.
- Supplement your retirement income with a charitable gift annuity or remainder trust.
- Leave your legacy by naming the Foundation as a beneficiary in your will, on a retirement account or on a life insurance policy.
- Designate your gift as either unrestricted to address immediate patient care needs or restricted and endowed, building the Foundation's future capacity to enhance our community's health care.





Types of Funds You Can Establish

- Designated fund
- Donor-advised fund
- Facility endowment fund
- Field-of-interest fund
- Foundation endowment fund
- Leadership chair fund
- Legacy fund
- Unrestricted fund

Naming Opportunities

Naming opportunities provide a way to honor and memorialize individuals and organizations, associate your name with a Winter Haven Hospital center of excellence or establish a named endowed fund to support the area of health care most meaningful to you.

Winter Haven Hospital Bostick Heart Center

- Cardiovascular care unit
(Swann building, 5th floor)
- Heart catheterization labs
- Main lobby
- Private cardiovascular patient rooms

Winter Haven Hospital Cassidy Cancer Center

- Infusion center
- Lobby

Florida State University College of Medicine Family Medicine Residency Program at Winter Haven Hospital

- Main facility
- Lobby
- Conference center

Winter Haven Hospital Medical Arts Center

- Phases I-V facilities

Winter Haven Hospital Orthopedic Surgical Unit

- Main facility
- Private patient rooms

Winter Haven Hospital Rehabilitation Services

- Outpatient center

Winter Haven Women's Hospital

- Atrium and fountain
- Breast and imaging center
- Gynecological program
- Lobby
- Main facility
- Neonatal intensive care unit (NICU)
- Obstetrics program



Notes

Notes



Winter Haven Hospital Foundation Board of Trustees

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