

Board Member Recruitment Packet

Vernon Memorial Healthcare Foundation

Mission Statement

Vernon Memorial Healthcare Foundation is dedicated to supporting the programs, services, facilities and education which enhance the accessibility to quality healthcare and wellness in the communities served by Vernon Memorial Healthcare.



Caring for the Community

Providing opportunities for innovative care close to home.



Enhancing Quality Healthcare

Funding projects and equipment for Vernon Memorial Healthcare



Educating our Future

Supporting Education for Healthcare and Wellness Careers

About the Foundation

Since its founding in 1985, Vernon Memorial Healthcare Foundation Inc. has served as a link between philanthropy and opportunities to enhance local health care. Generous community support has allowed the foundation to support many programs and services at Vernon Memorial Healthcare that would not have been otherwise possible.

Under the guidance of its Board of Directors, the Vernon Memorial Healthcare Foundation coordinates fundraising efforts, acts as a steward for all gifts received, awards scholarships and provides funds to important projects and services at Vernon Memorial Healthcare.

The VMH Foundation is comprised of community leaders committed to making decisions that secure the future needs of Vernon Memorial Healthcare. The Foundation financially supports Vernon Memorial Healthcare projects based on the needs of the community.

Gift Acceptance

Vernon Memorial Healthcare Foundation Inc. is a non-profit organization that has been recognized under section 501 (c) 3 of the Internal Revenue Code. Vernon Memorial Healthcare Foundation encourages the solicitation and acceptance of gifts.

The role of the foundation's volunteer and staff solicitors is to inform and assist donors in fulfilling their philanthropic wishes, but never with undue pressure or persuasion.

In accepting or declining any such gift, the Foundation Board must at all times make decisions that are in the best interest of both Vernon Memorial Healthcare and the community it serves.

The Foundation accepts unrestricted and restricted gifts in the form of cash, memorials and tributes, endowment funds, securities, donor advised funds, stocks, crypto-currency, real estate and tangible personal property, in-kind and planned gifts.



**Vernon
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507 S. Main Street, Viroqua, WI 54665

(608) 637- 4374 ✉ jmckenzie@vmh.org 💻 www.vmh.org/community/vmh-foundation

Board Member Recruitment Packet

Vernon Memorial Foundation Responsibility to Donors

The Vernon Memorial Healthcare Foundation is committed to a relationship with its donors based on the highest ethical standard. This involves treating all transactions with donors with strict confidence. The Foundation has adopted the Donors Bill of Rights of the Association of Fundraising Professionals as official policy.

Donations are made to the Vernon Memorial Healthcare Foundation as a general contribution, or designated for a specific department, program, or activity of Vernon Memorial Healthcare. In many cases the donation is in memory of, or in honor of a friend, provider or family member.

Donations types are unrestricted, restricted, gifts in kind, and sponsorship. Unrestricted gifts are monetary gifts given without restriction and are utilized to purchase materials, or equipment, support Vernon Memorial Healthcare programs, equipment, facilities, or in other ways to support the needs of Vernon Memorial Healthcare. Unrestricted gifts allow the Foundation to support multiple needs as they arise in the organization. Restricted gifts are monetary gifts offered with restrictions for a specific project, equipment, programs, and scholarships. Restricted gifts can only be used for the specific area the gift was given. Gifts in kind are gifts in the form of goods and services rather than monetary. Examples of this are auction or raffle items. Sponsorship is a monetary donation to support an event or fundraiser. This could come in the form of a hole sponsor in a golf tournament, underwriting a particular piece of an event, or paying for the entire event. Sponsorships typically receive a benefit(s) in exchange for their gift, in the form of marketing, promotion, or goods.

We want donors to think of Vernon Memorial Healthcare when they want to donate or pay tribute to family and friends. Investing in the ability of the organization to continue to provide high quality care to our community.

Special Events

Special events serve a very important role for the Vernon Memorial Healthcare Foundation. There are currently two major events hosted by the Vernon Memorial Healthcare Foundation, the Foundation Annual Golf Outing and the Foundation Donor Appreciation Event. The Development Committee is currently developing a third event.

Foundation Golf Outing

The annual golf outing is held on the Friday after Labor Day at the Viroqua Hills Golf Course. The outing is an all day event that caters to over 150 golfers. Sponsorships and individual golf packages along with prize winning opportunities such as raffles, games, and door prizes take place throughout the day. Proceeds from the event are designated to support various projects, programs, and scholarships.

Foundation Donor Appreciation Event

The Foundation invites donors that have donated in the previous year to an event in one the beautiful venues living in the Driftless area allows. Donors donating to the Foundation are invited to an event highlighting the programs, services, and equipment purchased. Attendees enjoy light refreshments, entertainment, and hear from the program, service, and departments that received support from the Foundation. The sharing of the story of the power of the donation in keeping high quality medical care here close to home.

VMH Scholarship Program and Continuing Education Loan Program

The Vernon Memorial Healthcare Foundation and the Friends of Vernon Memorial Healthcare financially assist college students pursuing medical, nursing, and other health care related careers. The scholarship application process begins in January through April of each year and awards are announced in June.



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Board Member Recruitment Packet

Board Member Qualifications

1. Supportive of the Mission and Values of Vernon Memorial Healthcare.
2. A member that lives within the Vernon Memorial Healthcare service area.
3. Ability to be unbiased, open to changes that are necessary, and have an optimistic view of the future.
4. Adequate time to serve.
5. Cooperation, consideration and tolerance for views of others.
6. Demonstration of skills that are desirable in the performance of Board functions.
7. Willingness to learn more about the changing health care system and the role of Vernon Memorial Healthcare in that system.
8. Member should be accessible via email and phone communication.

Board Member General Responsibilities

1. Support the Vernon Memorial Healthcare Foundation's mission.
2. Fundraising by planning and participation to secure necessary resources to support the operations, programs and services of Vernon Memorial Healthcare with the organization's philosophy, annual and strategic planning goals and the performance of similar institutions in mind.
3. Represent the Vernon Memorial Healthcare Foundation, programs, and services.
4. Comply with the Foundation's Articles of Incorporation and Bylaws.
5. Comply with laws relating to not-for-profit structure.
6. Preserve the fiscal integrity of the Foundation.
7. Develop and evaluate the Foundation's policies and plans.

Board Member Specific Duties

1. Regularly attend and participate at Board meetings, committee meetings and organizational functions.
2. Participate in deliberations, decisions and actions of the Board and its committees to make informed decisions for short- and long-range planning activities.
3. Stay informed about Board policies and committee matters, prepare for meetings and review and comment on minutes and reports.
4. Be an advocate in the community for the Vernon Memorial Healthcare Foundation and Vernon Memorial Healthcare. Support, not publicly disagree, with decisions made by a quorum of the members.
5. Contribute financially to the nonprofit by making an annual financial contribution.



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Board Meeting Schedule

Board meetings are scheduled every other month (February, April, June, August, October and December.) at 4:00pm on the second Thursday of the month at Vernon Memorial Healthcare. A meeting packet is emailed to board members 4-7 days prior to the meeting. A typical meeting lasts one hour.

Terms

All board members shall serve a three-year term and are eligible to serve two consecutive full terms of office. After two terms have been served, if the board member would like to continue service they may re-apply after taking a one year lapse of service.

Board Committees

Each board member is assigned to participate in one committee and is encouraged to participate in others. These committees are composed of board members and Vernon Memorial Healthcare staff. The Vernon Memorial Healthcare Foundation has four standing committees. Additionally, there is an Executive Committee which is comprised of the Chair, Vice Chair, Treasurer, and Secretary of the Board. The following is a description of the current standing committees.



GOVERNANCE

The Governance Committee is responsible for the general affairs of the board and reviewing bylaws, policies, and procedures.



FINANCE

The Finance Committee is responsible for overseeing the annual budget, investments, financial reporting, and auditing.



DEVELOPMENT & OUTREACH

The Development & Outreach Committee oversee the planning, implementation, and evaluation of special events and fundraising efforts. The committee also is responsible for selecting scholarship applicants.



NOMINATION

The Nomination Committee is responsible for recruitment of board members to replace those terming off, as well as succession planning for the Executive leaders of the board of directors.



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Board Member Recruitment Packet

Application Process

The application process outlined below begins once you have expressed interest in joining our board.

- 1 Prospective board member reviews this Board Member Recruitment Packet.
- 2 Prospective board member completes the attached application form and submit it to the Foundation Development Manager at Vernon Memorial Healthcare.
- 3 Board Nomination Committee reviews application and makes recommendation to move candidate forward to the nomination process.
- 4 Candidate is presented to full board for vote.
- 5 Accepted member receives welcome email from the Foundation Development Manager which includes the Conflict of Interest policy and form as well as the Board Commitment form for their reviewal, and arranges an orientation.
- 6 Orientation is conducted including introduction to staff, tour, board update and the accepted candidate receives a copy of the Board manual. Conflict of Interest and Board Commitment sheets are signed.

Questions

For more information, please contact:

Jonathan McKenzie, CFRE

Vernon Memorial Healthcare - Development Manager

Vernon Memorial Healthcare

507 South Main Street, Viroqua, WI 54665

☎(608) 637-4374 ✉jmckenzie@vmh.org



Vernon Memorial Healthcare Foundation

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Board Member Application

Vernon Memorial Healthcare Foundation

Thank you for your interest in our Board. This application form is intended to help us find out more about you. If you are successfully nominated as a board member, we will orient you to our organization, inform you about the roles and responsibilities of a member of a nonprofit board and place you on the committee that most closely matches your skills and interests.

Please read the enclosed materials, fill out this application and return to:

Vernon Memorial Healthcare Foundation
507 South Main Street, Viroqua, WI 54665
☎ 608-637-4374 ✉ jmckenzie@vmh.org

About You

<hr/>			<hr/>	
Name			Occupation	
<hr/>			<hr/>	
Address			Phone 1	Phone 2
<hr/>			<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>	
City	State	Zip	Email	

Briefly describe why you would like to join the Vernon Memorial Healthcare Foundation Board:

Which skills would you like to use on the Foundation Board? Check all that apply.

- | | | |
|--|---|--|
| <input type="checkbox"/> Board development | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Strategic planning | <input type="checkbox"/> Sales | <input type="checkbox"/> Nonprofit |
| <input type="checkbox"/> Governance/legal | <input type="checkbox"/> Community networking | <input type="checkbox"/> Public speaking |
| <input type="checkbox"/> Program development | <input type="checkbox"/> Education | <input type="checkbox"/> Finance |
| Other: <hr/> | | |



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Board Member Application

What qualities would you bring to the Board?

Please list current organizational affiliations (names of the organizations and your role within them).

What other comments or concerns do you have about board membership?

You agree to provide at least 2 hours a month to attend board and/or committee meetings and that you will abide by the Foundation's policies and will disclose any conflict of interest which may exist.

Your signature

Date

If you are not selected as a member of the Board, or if you decide not to join, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?

☐ Yes ☐ No ☐ Maybe



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