

**T**he School of Nursing's largest-ever fundraising campaign continues to progress. Despite challenging economic times, the School's many supporters continue to invest generously in the work of nursing education.

To date the School is approaching \$5 million in contributions towards its \$14 million goal.

Fundraising priorities include expanding the School's programs and building its endowment for scholarships and professorships.

We focused during this past year on scholarships, and on advancing our rural nursing programs, completing our rural goal to create a \$2 million endowment. We also made progress in the area of scholarships by establishing several newly endowed funds including the Alumni Association Scholarship Fund.

Still, there is much opportunity ahead.

nation's top nurse educators and scientists, especially as we enter a period when many nurse educators will be retiring nationwide.

### Programs

The School has made great strides in raising the \$5 million needed for specific program goals included in the campaign. The School agreed to focus the campaign priorities on five program areas and has raised \$3.2 million for those programs. Rural nursing, the Excellence Fund, the Hartford Center of Geriatric Nursing Excellence, the Center for Research on Symptom Management in Life-Threatening Illness and the Institute for the Advancement of Nursing have benefited from the generosity of School contributors. During this coming year, the campaign will primarily focus on development for the Hartford and symptom management centers.

# The Oregon Opportunity:

### Endowed Scholarships

The School's goal is to raise \$5 million in newly endowed scholarships, and we are \$800,000 toward that goal. Scholarships offer a fulfilling means of investing in the next generation of nurses. Endowed scholarships are especially important because the original gift is invested permanently, and the investment income benefits students each year. We are pleased to announce that the Alumni Association scholarship reached a high enough level to be endowed, so it can begin to benefit students.

### Endowed Professorships

The School of Nursing also hopes to endow four new professorships, which requires \$1 million for each. The priority for this year is to create a professorship to honor Dr. Carol A. Lindeman and recognize the significant impact she had as dean. We are pleased to be focusing on this effort to complete our goal. Endowed professorships play a major role in the School's ability to recruit the

### Giving Back

Nurses are the largest group of health care providers, and they face extraordinary challenges in meeting patients' needs. Advancing the profession of nursing requires ongoing commitment within the School, across the state and nationwide. The OHSU School of Nursing has embraced the challenge and is playing a key role. These challenges also place new demands on the School's fundraising efforts as the School develops new initiatives and approaches to furthering its missions. These times require the School to look to its long-time supporters and to identify new prospects for help. Investing in nursing is a powerful investment.<sup>NP</sup>

For more information about supporting the School of Nursing campaign priorities, contact Barbara Peschiera, director of development at 503 494-7525 or e-mail [peschier@ohsu.edu](mailto:peschier@ohsu.edu).

# a Present to the Future

Advancing the profession  
of nursing requires  
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**School of Nursing Campaign Committee**

Jean Bates, chairwoman, Beaverton, Oregon

Sherry Boyd, Bend, Oregon

Joseph J. Hanna Jr., Portland, Oregon

Donna B. Jensen, Tualatin, Oregon

Anne Johnson, Vancouver, Washington

Richard Jones, MD, Portland, Oregon

Mary McFarland, Vancouver, Washington

May Rawlinson, Portland, Oregon

Carol Rosenblatt Forman, Beverly Hills, California

Meredith Wilson, North Powder, Oregon



## Completion of the Rural Nursing \$2 Million Endowment

**T**hanks to an outpouring of support from donors — small and large — from all over the state, the School of Nursing has met a major challenge to support its rural nursing programs.

The challenge was initiated by an anonymous donor who recognized the School's successful efforts to improve access to health care in rural communities, but also recognized the critical need to advance these programs to serve rural Oregon and its most vulnerable populations into the future.

This generous donor offered to contribute a \$1 million endowment when the School raised \$1 million from other supporters who shared the donor's vision for rural Oregon.

The School is thrilled to announce that it has met this challenge. This effort will provide \$100,000 annually to support scholarships for rural students, School-run clinics in rural communities, and to strengthen education programs at the School's regional campuses.

The broad range of donors who have responded impressed both the School and the cornerstone donor, as Gifts have come from all regions of the state, including the Portland metropolitan area. One alumna mailed letters to 50 Eastern Oregon residents who she thought would be supportive, and within weeks raised hundreds of dollars. More than 30 School of Nursing employees identified rural nursing programs as their top priority and contributed more than \$10,000 toward this challenge. Meeting the goal is a clear example of the power of the grassroots

tradition that so often characterizes philanthropy to the School of Nursing. And this spring, the S.S. Johnson Foundation of Redmond made the final donation to complete the challenge.

The anonymous donor has a special gift of vision, and foresight about the critical health and education needs of rural citizens to provide the School with this opportunity to stabilize and advance nursing education, research and practice. The permanence of this fund will forever enhance the School's success that traditionally has been achieved through creative resourcefulness on the part of the School and its regional leaders and faculty.

Experience has shown that rural nurses are never "off duty" and often provide a continuity of care for vulnerable populations and step into roles that in urban settings would be filled by other professionals. It is no coincidence that areas of Oregon identified as being underserved in terms of health care often overlap with areas identified as being economically distressed.

The School of Nursing's new Rural Nursing Excellence Fund will provide a platform of health care from which rural residents can learn and work in the communities they call home. <sup>NP</sup>



BY TODD SCHWARTZ

## The Long View

### A Far-sighted Young Couple Benefits From a Gift to the Future of Nursing in Rural Oregon

**W**hen Kirk and René Metteer were growing up in rural communities — he in central Oregon and she on the Washington side of the Columbia Gorge — they experienced first hand the challenges faced by the residents of many small towns: a chronic shortage of health care providers and a not-uncommon lack of contemporary health care expertise and training.

Those memories surfaced as the Metteers were touring OHSU with a representative of the OHSU Foundation. They had decided to make a gift to the university, and were, quite literally, shopping for a cause. After looking at several programs and meeting people all over Marquam Hill, they were struck by the School of Nursing's commitment to, and innovative ideas for, training nurses in rural Oregon — including the School's rural campuses, nurse practitioner operated rural clinics, and its health care programs in rural schools.

"Having both come from small towns," Kirk Metteer says today, "We thought the School's effort was a fairly noble one. Maybe not as glitzy or cutting-edge as a lot of the experimental technology or treatments OHSU was working on — but very much needed."

The Metteers, in concert with their financial advisor, decided that a planned gift to OHSU was a great way to do something very good for their tax picture and their future income — while they also did something very good for tomorrow's health care in Oregon.

Such planned gifts aren't unusual — many School of Nursing donors make the same choice each year. What is surprising is the Metteers' age at the time: they were in their late 30s — much younger than most planned gift donors. Clearly, this is a couple that plans ahead.

Kirk, who works with the Farm Service Bureau of the U.S. Department of Agriculture, and René, who works part-time at a small school near their Woodburn, Oregon, home, chose a planned gift vehicle known as a "deferred two-life charitable gift annuity." They placed a substantial amount in the gift annuity, which earned them immediate tax savings. They deferred income from the gift for 20 years, meaning that they will begin to receive income from the annuity right about the time their daughter Rayann, now seven years old, will be thinking about college. René and Kirk will receive the income throughout their lifetimes, and eventually the remaining value of the gift will go to the School of Nursing.

Kirk Metteer believes, "It's a smart way to make a difference. You can help people and programs with your donation, while a lot of the value of that donation will come back to you in tax advantages and income. Everyone wins."

The winners include a young couple with vision beyond their years, their daughter, and a lot of people in the rural areas of Oregon who will someday have better access to highly-trained nurses and nurse practitioners. And when it comes to planned gifts, that's a pretty good plan. <sup>NP</sup>



## Dr. Carol A. Lindeman Endowed Professorship

**O**utstanding faculty and the quality of students they attract are the biggest assets of the OHSU School of Nursing. Attracting, encouraging and rewarding faculty is at the heart of endowed professorships making it a priority of the School.

Endowed professorships are a lasting tribute to the values and beliefs of their supporters and honorees.

The School of Nursing is pleased to announce that it is currently working to establish the Dr. Carol A. Lindeman Endowed Professorship. The opportunity to honor the School's former dean and the permanent impact she had on the School and nursing education is a gift to celebrate.

Dean Lindeman led the School from 1976 until 1995, and retains the title of dean and professor emeritus. During her tenure all nursing programs in the Oregon State System of Higher Education were consolidated under Oregon Health & Science University, creating opportunities and challenges. And while Dean Lindeman's commitment to a successful integration demanded extensive travel and required her presence in communities across the state, she was no less focused on the School's Portland program. Thanks to her strong leadership, the School of Nursing constructed and opened its building on the Portland campus, allowing it to centralize all activities and truly have a home for the first time. It was during Dean Lindeman's tenure that the School achieved national recognition as a top nursing program.

In order to honor Dr. Lindeman by naming a professorship for her, the School must first raise \$1 million to endow the position. This year's fundraising activities will center on this goal as its leaders identify prospective donors, many of whom recognize the personal and permanent impact Dr. Lindeman had on them and their careers in nursing.

Dr. Lindeman wishes for the faculty who eventually will hold this professorship to focus on research that directly impacts a nurse's approach to providing care. She values innovation and the integration of healing, teaching and discovery.

Contributing to the Dr. Carol A. Lindeman Endowed Professorship will help the School recruit excellent faculty to teach the nurses of tomorrow and provide an even greater contribution to the health of Oregonians and indeed, far beyond. <sup>NP</sup>