



Lasting Impact

A Gratitude Report 2024



UnityPoint Health
Des Moines Foundation

LOOKING
BACK ON 2024
With
Gratitude

Your Giving Matters

We are thrilled to share how your generosity is making a big impact at UnityPoint Health® - Des Moines. We hope to inspire you to dream even bigger about what your giving can achieve. Together, we can turn those dreams into reality, transforming health care and making a difference for the patients we serve.

At UnityPoint Health - Des Moines, we aspire to achieve breakthroughs and better care, through the latest technology, the best doctors and selfless care teams. **You are part of this.**

By investing in UnityPoint Health - Des Moines, you are creating lasting impact wherever your heart lies. From cancer care to mental and behavioral health, from emergency medicine to pediatrics, your support makes a difference by providing the resources to purchase innovative equipment, improve patient-centered care, develop extraordinary medical teams and create meaningful state-of-the-art spaces where lives are forever changed and saved.

As you read this Gratitude Report, we invite you to dream with us. What does the future of health care look like to you? How can we, as a community of donors, help to realize that vision? Whether it's funding cutting-edge equipment, supporting patient care programs or helping educate future health care professionals, there are countless ways you can make a difference.

Your support ensures UnityPoint Health - Des Moines can be the most trusted partner for health. On behalf of all the people whose lives have been changed through your generosity, thank you.

With gratitude,

Erica Axiotis
President, UnityPoint Health - Des Moines Foundation



A Family Legacy of Giving

THE KIMBALL FAMILY'S IMPACT ON MENTAL HEALTH CARE IN IOWA



Philanthropy is often a personal decision, but for Char Kimball and her two children, John and Holly, it is a shared family value. A powerful way to leave a lasting legacy that will benefit generations to come.

Their recent gift to the Eyerly Ball 'One Place for Care' campaign, supported the creation of a new community mental health clinic opening in Spring 2025. Their generous donation – made through IRA, stock, and cash – reflects their shared belief in the importance of mental health and the future of care in Iowa.

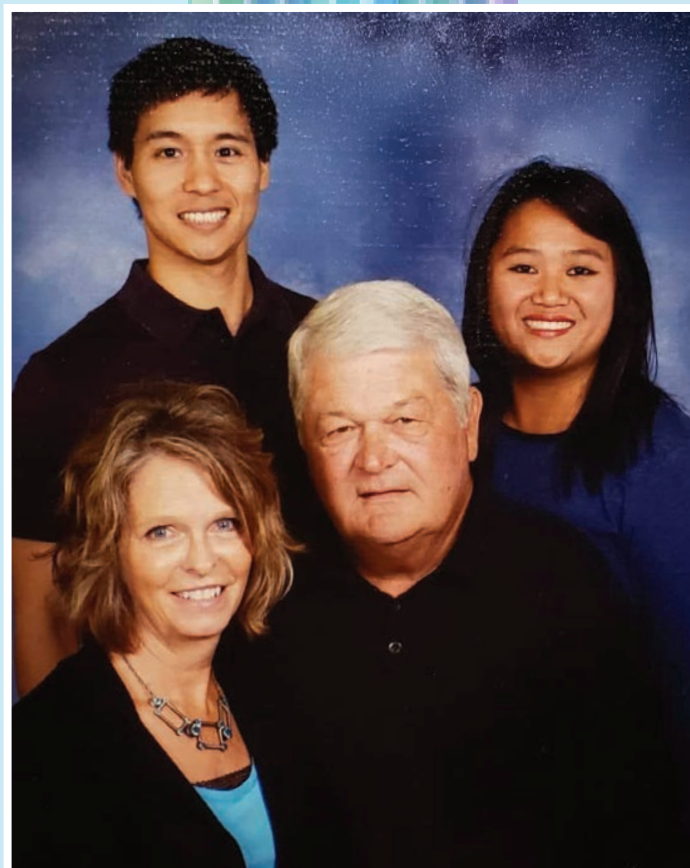
A Life Rooted in Service and Compassion

Char Kimball, originally from Ottumwa, Iowa, has seen her community evolve since her high school days with a class of nearly 600 students. After graduating from Iowa State University and a stint in Chicago, she settled in Des Moines to build her marketing career.

After the passing of her husband, Bill, Char found a new sense of purpose in a cooperative community, where she has served as the marketing chairperson for the past two years. Char's life has been filled with meaningful volunteer work, including her involvement with the Iowa Lutheran Hospital Auxiliary, where she has served for over a decade.

Char enjoys trying new foods with her son, and supporting Iowa State sports with her daughter. Exploring neighborhoods, visiting libraries, and family time bring her joy and connection.





Building a Family Legacy of Giving

One of Char's most impactful experiences has been her role in the Iowa Lutheran Hospital Auxiliary Tuition Assistance Committee, where she helps provide scholarships to students in the Volunteen Program. For Char, this has been more than just an opportunity to give back – it's been a way to honor her late husband, Bill, by offering additional scholarships in his memory to help young people in their educational pursuits.

"I share a few stories about him with the students at their banquet. It's very rewarding," Char says. The connections she has made through the Auxiliary have not only resulted in lasting friendships, but they have also solidified her belief in the power of giving.

For Char, philanthropy isn't just about monetary donations; it's about building relationships and creating lasting friendships. "Giving as a family builds a foundation and a bond among each of us," she shares.

A Personal Connection to Mental Health

Char's support for the Eyerly Ball campaign is deeply personal. Like many widows experience, after Bill died, Char felt the toll of mental and physical health struggles. "I was exhausted upon Bill's passing, but really didn't notice it. My body was so tired from caregiving...it is what we do, care for others," she recalls.

Two weeks after Bill's funeral, Char ended up in the emergency department with conditions worsened by stress. Her recovery was possible only through mental health support. "One of the many lessons I learned is not to take the comment, 'get over it' too seriously. You don't get over ten years of trauma in one month," she reflects.

Char is passionate about the new mental health center and its potential to change perceptions of mental health in Iowa. "I am fully committed to changing the image of mental health," Char says. "From an early age, we need to address a person's mind and body health as one." She hopes the center will offer essential services and encourage people to seek help without fear or stigma.



Char and Holly
with Auxiliary
Friends



“Giving
as a family
builds a foundation
and a bond among
each of us.”



Continuing the Family Tradition

When asked how she wants to be remembered, Char says, "quite simply, a good mom." Bill and Char adopted John and Holly from Viet Nam when they were school-age children. Their hope was to give them a good life and have them grow into healthy, happy, giving adults.

Char couldn't be prouder of her kids and how they have overcome obstacles, saying, "They have endured numerous challenges both in their upbringing in Viet Nam and their lives here, but they have done it all with grace and open hearts. I am very proud of them."

Char's children are deeply committed to philanthropy, inspired by their mother's example. Holly highlights, "My mom has inspired my giving back and care for the community through her example," and finds volunteering rewarding.

John credits his family's philanthropic commitment to his mother's dedication, saying, "My mom has shown me that we should care more about others and not just ourselves."

His personal mental health struggles fuel his support for the campaign: "I feel everyone should have access to mental health resources." John hopes their contributions will help those struggling with mental illness and addiction.

Holly's connection to the One Place for Care campaign is personal too. With a background in human services and psychology, she knows the importance of a centralized place for care. "The area of psychology and mental health has always been an interest of mine. I feel this gift gives people the opportunity to get the help they need."

Looking to the Future

For the Kimball family, giving together is a cherished tradition that strengthens their bond. Char shares, "Whenever we drive by the new Eyerly Ball Community Health Clinic, or read about it in the news, we know our little family had a small piece of a much larger solution to a community challenge...and that feels great!"

As the new Eyerly Ball Community Health Clinic opens this spring, the Kimballs' generous contribution will be crucial in providing necessary mental health care right here in our community.

Char, John, and Holly's story highlights how giving isn't just financial; it's about shaping the future, whether by changing perceptions, offering scholarships, or building lasting family bonds.



Pediatric Care

Almost all areas of Blank Children’s Hospital rely on philanthropic support. In every aspect of the care provided, it is donors like you who are making it all possible.

YOU PROVIDED HOPE AND HEALING TO KIDS LIKE MILA

For nearly two and a half years, Mila visited Blank Children’s for spinal taps and chemotherapy. Her care team was there every step of the way, offering compassion and preparing her and her family for each phase of treatment.

“The journey through childhood cancer is more than challenging,” says Erin, Mila’s mom. “The team at Blank Children’s did a great job helping Mila forget why she was there.”

After nearly 30 months of treatment, Mila is cancer free. Her care team gathered around as Mila rang the bell, marking the end of her treatment - a moment her family will always cherish. Your support was with her every step of the journey.

Scan the QR code to watch Mila’s full story.



JUMP. SWEAT. GIVE.: ELITE EDGE RAISES FUNDS FOR PEDIATRIC THERAPY

The Elite Edge Burpee-Thon has become a cherished event, raising funds for Blank Children’s Hospital. What started as a simple charity bootcamp by an Elite Edge trainer, has grown into a community event with lasting impact. Inspired by Elite Edge members, and a suggestion they should support The Butterfly Fund, the event began with founder Joe Brammer’s vision to give back.

Each year, the Burpee-Thon grows, bringing members, friends, and families together to support Blank Children’s Hospital. The Butterfly Fund provides essential toys and equipment for pediatric therapy and development programs, items often not covered by insurance but crucial for kids to live fully. “It’s more than just burpees,” says Elite Edge. “It’s about uniting for a meaningful cause.”

This year’s highlight was the community’s incredible participation and surpassing their fundraising goal by raising \$23,371. “Every burpee, every dollar, and every participant made a difference,” shared Elite Edge, encouraging other local businesses to join in. Elite Edge remains inspired by the community’s power and the impact of giving back.



MAKING MIRACLES HAPPEN

GRUBB FAMILY'S GENEROUS GIFT ENHANCES MATERNITY SERVICES

Kristina and Adam Grubb recently donated \$100,000 to update hearing screenings equipment and fetal heart monitors. This generous gift is deeply personal for the Grubbs, who experienced the vital role of Blank Children's Neonatal Intensive Care Unit (NICU) when their twin daughters, Kendall and Caroline, were born.

"This particular need was urgent, and the decision was an easy one for us," they said, recalling their daughters' time with the fetal monitors and hearing tests.

As their children continue to grow, the Grubbs have become actively involved with Blank Children's Hospital. They aim to alleviate challenges for families in the NICU. "We hope families can focus solely on their child's needs and not worry about the equipment their child is using or needing," they said.

The Grubb family's support extends beyond financial contributions. Their children Kendall, Caroline and their brother George engaged in fundraising activities with the Shining Stars Program. "All three of our children love the stories of our experience at Blank Children's, and they always ask how they can get involved and help," they shared.

Encouraging others to join in, Kristina and Adam said, "Blank Children's makes it easy to get involved. There are so many different ways to support the hospital, and it isn't just about writing a check." Their ongoing involvement has fostered a legacy of gratitude and giving, they say, "Blank is a part of our lives now and forever."



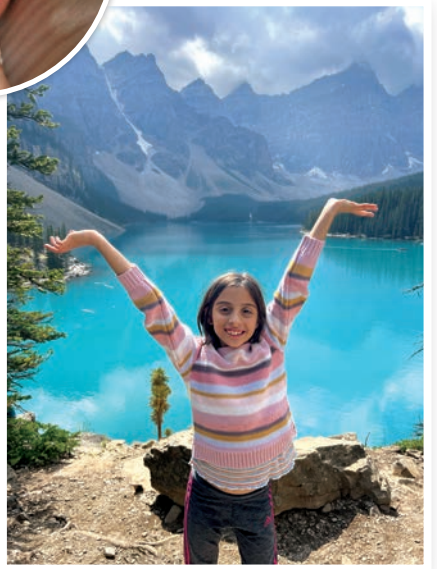
TINY TRIUMPHS

FROM NICU TO MILESTONE - THE GIFT OF MORE BIRTHDAYS

In honor of their daughter Ava's 10th birthday, Arshin and Ali Pourian donated \$10,000 to Blank Children's Neonatal Intensive Care Unit (NICU), where Ava spent critical time as a newborn. Born prematurely, Ava's early days in the NICU were challenging for the Pourian family, who were new to town and far from family. Blank Children's provided them with both medical care and a supportive community.

"We feel blessed Blank Children's was there for us when we had no resources," says Arshin. Their donation aims to support the hospital's mission to care for families in the community. Reflecting on their experience, Ali recalls the NICU staff's compassion, emphasizing the profound impact they had during their difficult journey.

As Ava turns 10, her parents want her to understand the role Blank Children's played in her recovery and the strength she gained from the experience. The Pourian family's generous gift ensures other families will receive the same care and support they did.



SHINING STARS SPOTLIGHT

STRIKING THE RIGHT CHORD - JACOB'S JAM

In our community, Jacob Forney stands out not just for his music, but for his heart. For nine years, he's turned his love for music into "Jacob's Jam," a fundraiser that benefits Blank Children's Hospital. Performing at farmers markets, Jacob has raised more than \$10,000 for many different programs and services at the hospital.

"I've seen first-hand how the money I've raised has helped fund programs at Blank Children's," Jacob shares. It's a striking reminder that even the simplest of actions, like playing music, can resonate deeply and create meaningful change.

Jacob's Jam isn't just a fundraiser – it's a creative way to inspire other youth musicians to sing and give back. His story shows age doesn't limit impact, his music spreads joy and hope.

Jacob's advice to aspiring fundraisers is simple yet profound: "If you have an idea, just go for it." You can become a Shining Star today. To learn more, visit <https://bit.ly/bch-shining-stars> or scan the QR code.





Cancer Care



YOUR GIFT BRINGS COMFORT AND HEALING TO PATIENTS LIKE JANA

Jana was a loving wife, mother, and grandmother and a patient of the John Stoddard Cancer Center. After her cancer diagnosis, Jana took part in many of our integrative oncology services through the Charlie Cutler Healing & Wellness Program.

"John Stoddard Cancer Center is interested in your healing. Not just your treatment, but your overall healing as a human being," Jana said. "To all the donors out there, I want to say thank you."

Scan the QR code and listen to Jana share her heartfelt story detailing her cancer diagnosis and how the use of art therapy, a writing circle, mindfulness based stress reduction resources, nutrition support and more helped give her hope.

Your support allows us to not only treat cancer, but to care for patients as a whole person.



DES MOINES PICKLEBALL TEAM CLASSIC: SERVING UP SUPPORT FOR CANCER PATIENTS

The Des Moines Pickleball Team Classic recently held its annual tournament, bringing the community together to raise funds for the John Stoddard Cancer Center's Navigator Program. This event combined the excitement of pickleball with a mission to support cancer patients and their families.

Inspired by their personal experience with cancer, the organizers, Kylie Kolz and Derek Johnson, knew Stoddard Cancer Center was where they wanted to support. "Sadly, cancer has touched all of us in some way, and we've seen firsthand how incredible Stoddard is in supporting patients at every stage of their journey," Derek shared.

The group hopes their efforts will make a meaningful difference for patients receiving care. "We know Stoddard is incredibly diligent in ensuring every dollar directly supports their patients," said Derek. The funds raised will help eliminate barriers, allowing patients to focus on what matters most – their care and recovery.



A LEGACY OF LOVE: HONORING MATT

Matt Thoma was known for his strength and charisma – through his magnetic personality, he touched many lives. Throughout his cancer journey, he remained a great support for his family, friends, and caregivers. His passion for helping others was evident by his work at the Public Defender's Office and his efforts to raise funds for cancer causes.

Inspired to Give Back

During his battle with cancer, Matt raised \$5,500 through a Facebook fundraiser, and encouraged friends and family to contribute to cancer causes in an effort to support others going through cancer. His parents, Doug and Patty Thoma, were inspired by Matt's need to make a difference and directed his memorial donations to the John Stoddard Cancer Center.

Supporting the Care Teams and Empower Boutique

Doug and Patty are especially passionate about the services provided on the inpatient unit and the Empower Boutique. Matt was hospitalized after every round of chemo and created a close relationship with his care team.

Matt's partner, Damitri, was always amazed at how quickly Matt was able to charm the staff on Powell 3. He said, "It only took one hospital stay before he had his care team wrapped around his fingers."

In addition, Rachel from the Empower Boutique provided meaningful support, offering headcovers when Matt shaved his head during treatment. "Without that support, the journey would have been even more difficult than it already was," Doug and Patty shared. Doug and Patty hope to honor Matt's memory by ensuring future cancer patients receive the same compassionate care Matt received, now and into the future.



You want to say thank you. We can help.

Whether you want to celebrate a special caregiver or share your story with others, our Foundation team works closely with the health care team to ensure gratitude is conveyed in the most meaningful way. To learn more, scan the QR code.



The Powell Team celebrated Matt's discharge and anticipated admission to start a stem cell transplant at Nebraska Medical Center. Even though Matt's admission was deferred, this photo shows the type of care, compassion and devotion the team has for their patients.



Adult Care

TRANSFORMING HEART HEALTH - ONE HEARTBEAT AT A TIME

Cardiovascular disease remains a leading cause of death in Iowa, making it crucial to choose a trusted provider for your heart health. With donor support, we have been able to invest in the latest treatment options for patients.

At Iowa Methodist Medical Center, we work hard to provide the best heart care, which leads to better results and healthier patients. Our doctors were some of the first in the country to use a new system to treat atrial fibrillation (AFib), a common heart problem.

A big congratulations to Dr. David Briceño, Cardiac Electrophysiologist, and his team for performing their 100th heart procedure using the FARAPULSE system for AFib treatment. This new technology helps treat more patients, reduce complications, and make the procedure safer.



HEARTFELT CARE

A healthy heart is the cornerstone of overall well-being. Behind every heart condition is a person whose life relies on accessible and high-quality cardiovascular care. Meet Susan, a cardiac nurse for UnityPoint Health - Des Moines. Susan received life-saving care after suffering a cardiac event herself. Thankfully, she was able to rely on her team of experts when it mattered most.

Investing in cardiovascular services is not just about saving lives; it's about improving quality of life. We thank our donors for making a difference for patients like Susan.

Scan QR code to watch Susan's full story. —



COMFORT FOR HOSPICE PATIENTS

With donor support, Taylor House Hospice has updated its facilities with a new beautiful therapeutic tub, offering comfort and dignity to patients in their final chapters.

This tub not only provides physical relief, but also gives moments of peace and care for those who need it most. Your compassion truly makes a difference.



A Legacy of Giving

HONORING LEGACY THROUGH GIVING: THE STRAWMAN FAMILY'S GIFT

Jerry and Ardie Strawman, now retired, have deep roots in their community, with Jerry serving at church and Ardie involved in various church activities. Their planned gift to the Dorner-Villeneuve Simulation Education Center and John Stoddard Cancer Center is a personal tribute to their families.

Their donation to the Sim Lab honors Ardie's mother, Mavis Herzberg, a former 25-year nursing educator at Iowa Methodist Medical Center. The newest computerized mannequin in the Sim Lab, named "Mavis," continues her legacy of nursing education. Their support for Stoddard Cancer Center is in memory of Jerry's father, Gene Strawman, who received exceptional care before his passing in 2013.

The Strawmans continue their parents' legacy of giving, ensuring the ongoing impact of both the Sim Lab and Stoddard Cancer Center is training health care professionals and providing compassionate care to patients.



A LEGACY OF LOVE: THE JAMESON ENDOWMENT FOR THE SHINE PROGRAM

In loving memory of their grandson, Jameson, Gina and Mike Rowedder have established an endowment for the Pediatric Palliative Care SHINE Program at Blank Children's Hospital.

Jameson was born on May 3, 2013, with a rare degenerative brain disorder and faced a challenging journey. Navigating his care, with numerous doctors and specialists, was daunting and complex. "Many medical decisions were far from clear-cut, but the SHINE Program was our guiding light from the very beginning," said Mike.

Their wish is for every child and family to receive the same compassionate care they did. Gina and Mike are committed to continuing Jameson's Endowment and supporting the SHINE Program through a legacy gift in their estate planning. As they reflect on their journey, they are deeply grateful to the doctors, nurses, aides, therapists, volunteers, and everyone at Blank Children's who supported them.

As they look to the future, they hope to make a lasting impact through Jameson's memory. "The support that the SHINE Program provided to our family was truly a blessing," and they hope to extend that blessing to others.



YOUR IMPACT 2024 by the Numbers

Looking back on 2024, we see you, our generous donors behind each and every moment of impact and reason to celebrate. We are deeply grateful to everyone who made, and continues to make, our mission possible.

The accomplishments we celebrate are YOURS. The appreciation we receive from patients, families, community partners and our health care teams BELONG TO YOU.

Here is just a sampling of the ways you've supported patients, families, caregivers and our community through the UnityPoint Health - Des Moines Foundation.

ADULT CARE

YOU PROVIDED A LIFELINE FOR PATIENTS AND NEIGHBORS.

- Iowa Methodist Medical Center, Iowa Lutheran Hospital and Methodist West Hospital served **33,554** patients from **99** Iowa counties and all **50** states with compassionate, expert care.
- **\$94,549** was awarded to **483** patients and families through Compassion Funds.
- More than **24,755** surgeries, **80** kidney transplants from **8** different states, **11,644** cardiac catheterization and **169** open heart procedures were performed.
- Iowa Methodist, Iowa Lutheran, and Methodist West Emergency Departments cared for patients through **117,160** visits. LifeFlight completed **1,063** patient flights.

CARE TEAM

YOU CARED FOR OUR DEVOTED CAREGIVERS.

- More than **200** nurses advanced their education and practice through continuing education, certifications and conference attendance.

JOHN STODDARD CANCER CENTER

YOU PROVIDED SUPPORT THROUGH PROGRAMS AND SERVICES FOR CANCER PATIENTS.

- Connected **1,343** patients to the Oncology Navigator Program.
- Provided **5,455** meals through Meals That Matter and offered virtual nutrition classes to more than **112** participants through Meals That Matter at Home.
- Supported **380** patients and families through our What's On Your Mind? free counseling program.
- Provided music therapy to **228** patients.
- Provided **3,624** gift cards for groceries and gas along with **400** Uber rides.
- Provided **378 hours** of massage therapy and comfort for patients and families.



BLANK CHILDREN'S HOSPITAL

YOU GAVE HOPE AND HEALING TO KIDS.

- Supported **43,350** Child Life interactions, 100% philanthropy funded.
- Transported **805** newborn babies and critically-ill children by teams that specialize in this care – by ground in our Pediatric Critical Care Ambulance or by air in our LifeFlight helicopter.
- Supported **50** newly diagnosed cancer patients with the latest in treatment and protocols, and ongoing treatment for **hundreds** of children and teens in the Cancer & Blood Disorders Center.
- Provided **26,166** Emergency Department visits for patients with injuries and illnesses that couldn't wait.

New BabyPod Keeps Our Littlest Patients Safe

The Blank Children's Pediatric Transport Team recently received a BabyPod Transport System thanks to philanthropy funds. The BabyPod safely transports patients under 8kg while maintaining normal body temperatures. Without this device, babies are exposed to outside elements and struggle to maintain normal temperatures, hugely affecting our smallest patients.



YOU HELPED OUR SMALLEST PATIENTS THRIVE.

- Provided **3,376** patients, including **1,123** NICU babies, staying in the hospital with compassionate, expert care.
- For the tenth year in a row, more babies in central Iowa were born in our hospitals than anywhere else. We helped welcome **4,849** babies.
- Offered important childbirth education classes to **2,900** people in addition to **234** maternity center tours to **935** patients and families.



Your Giving Impact

When you give to the UnityPoint Health – Des Moines Foundation, your gift unites with others to provide a collective impact that makes a difference for thousands of Iowans each year.

<div>\$9,931,462</div> <div>Total Given</div>		<div>4,982</div> <div>Donors</div>	
<div>1,592</div> <div>First-time Donors</div>	<div>8,377</div> <div>Gifts</div>	<div>129</div> <div>Endowed Funds</div>	
<div>\$12,829,480</div> <div>Provided to UnityPoint Health – Des Moines</div>		<div>\$867,954</div> <div>Total Given from 704 Employees</div>	



Thank you for making our work – and this impact – possible, for being by our side, and for helping us finish 2024 strong. We have only the highest of hopes for 2025.



Sign up for our e-newsletter at: bit.ly/UPHFoundationNewsletter or use this QR code



Keep up with what's going on at the Foundation all year!



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Believe what you do makes a difference.
BECAUSE IT DOES.

ABOUT UNITYPOINT HEALTH - DES MOINES FOUNDATION

It begins with our vision: Improving the health of our communities through philanthropy, service and volunteerism.

Today and everyday, we live our mission. To develop community and financial resources necessary to support UnityPoint Health - Des Moines in providing premiere quality health care for the communities we serve, now and into the future.

unitypointfoundation.org

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Des Moines Foundation

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