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Contact: Catherine Todd
Director of Marketing
1600 Hospital Way
Whitefish, MT  59937
406-863-3631
c todd@nv hosp. org
www.nvhosp.org

North Valley Hospital Foundation Kicks Off “Legacy of Caring” Campaign

WHITEFISH, MT – August 30, 2011: North Valley Hospital Foundation kicks off its Legacy of Caring campaign which focuses on building North Valley Hospital’s Planned Giving and Endowment programs to help fund future expansion of healthcare services for the communities it serves. The campaign was announced to a group of North Valley Hospital Foundation Board Members, donors and community representatives on August 27th at a private event held in Whitefish.

“Our goal is to raise $2 million within five years, but we are striving to meet that goal in just two years,” stated Karin Olsen, Executive Director of the Foundation. “We hope to take advantage of the Montana Endowment Tax Credit which allows credits against individual and corporation income tax for qualifying gifts to Montana permanent endowments providing for planned gifts and outright gifts. It is currently scheduled to expire on December 31, 2013 so we hope our donors will take advantage of this benefit for themselves and the Hospital Foundation while it is still available.”

This is the first campaign to raise funds for the hospital since the capital campaign was launched in 2004 to support the construction of the new hospital at the junction of Highways 93 and 40. The hospital opened in its new location in March 2007.
The Legacy of Caring campaign is co-chaired by North Valley Hospital Foundation Board Members, Jake Heckathorn and Luther Campbell. Together they will spearhead the process of raising private funds to help the hospital respond to changing demographics and economic conditions and maintain affordable health care in the communities served by North Valley Hospital and its outreach clinics. Philanthropy allows the hospital, a non-profit organization, to serve those who cannot afford healthcare, as well as build local programs and services that would not otherwise be possible. Endowment funds help to offset declining reimbursements and provide funding into perpetuity through the interest earned on those funds.

For more information on the Legacy of Caring campaign, creative ways you can contribute, or the North Valley Hospital Foundation, contact Karin Olsen at 406-863-3560 or kolsen@nvhosp.org.

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**About North Valley Hospital:**

North Valley Hospital is a private 501©(3), non-profit community Critical Access hospital governed by a Volunteer Board of Directors from the North Valley area. North Valley Hospital is the only hospital in Montana affiliated with Planetree. Planetree is a non-profit organization that provides education and information in a collaborative community of healthcare organizations, facilitating efforts to create patient centered care in healing environments. North Valley Hospital receives no tax support for its services. The hospital and its affiliate clinics serve Flathead and Lincoln counties.

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