



**PRISMA** HEALTH<sup>®</sup>  
MIDLANDS FOUNDATION  
**Fiscal Year 2024 Annual Report**



**\$7.7M**

Prisma Health Midlands Foundation's total revenue in 2024

Patients & family members fully funded to attend Children's Hospital camps

*\*CAMP KEMO, Camp Wonder Hands and Camp Healing Hearts*

**255**

**3,500**

Walk for Life & participants who raised nearly **\$520K** for Prisma Health Breast Centers

*\*Funded modernization of Baptist Breast Center and a new 3D mammography unit at Richland Breast Center*

Prisma Health team members who participated in the 2024 Employee Giving Campaign - raising around \$90K for the program of their choosing

**300+**

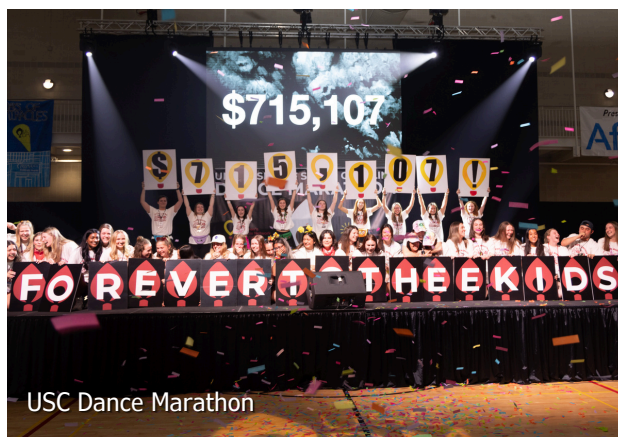
**\$600K**

Gifts given by grateful patients and through estate giving in 2024

## **\$3.8M** Funds raised to support Prisma Health Children's Hospital—Midlands

### 2024 Highlights:

- Raised more than \$1.5 million thanks to Children's Miracle Network Hospitals partners
- Raised \$380,000 through the Festival of Trees, presented by Aflac
- Allocated \$350,000 to help expand pediatric subspecialty programs, thanks to \$175,000 from Champions Society and \$175,000 from the Children's Hospital's Administrative Medical Committee
- Allocated \$340,000 to Child Life program which helps children and families cope with health care experiences
- Former patient Jacob Pritchett made a \$200,000 gift to Children's Hospital in honor of his oncologist, Dr. Stuart Cramer, and team
- Fully-funded the adoption of Children's Hospital first two facility dogs, bringing comfort to patients and families (see next page)
- Fully-funded special programs, including CAMP KEMO Programs and Healing Hearts Grief Program
- Supported the opening of S.C.'s first pediatric inpatient rehabilitation center



## Midlands Paws for Peds



The Midlands Paws for Peds Facility Dog Program is the animal-assisted therapy program for patients and their families at Children's Hospital. The Michael J. Mungo Foundation donated \$50,000 to Prisma Health Midlands Foundation, making it possible to adopt Duke and Mirabel, then donated another \$50,000 leading to the creation of a quasi-endowment.

### About Duke and Mirabel:

- Duke and Mirabel visited 2,800 children in their first year!
- Each dog visits 7 children per day over 200 working days.
- Duke works in the Pediatric ICU and Mirabel visits multiple units.
- Duke and Mirabel are trained to help reduce anxiety, model procedures, encourage patients and provide emotional support.

## CAMP KEMO Programs

CAMP KEMO Programs provide year-round fun, educational & therapeutic opportunities for children with cancer; sickle cell disease; & blood & bleeding disorders. Programs include overnight camps; teen and parent support; bereavement services/funeral assistance; last wishes; emergency financial assistance and much more.



**\$342,996**

Expenses of providing year-round programs to patients & families in FY24, fully funded through donor support

**171**

Patients/family members who attended overnight camps in FY24

**1,600+**

Patients & family members who received psychosocial services in FY24

**\$0**

**Cost to patients & families**

## Point-of-Care Ultrasound (POCUS)



In FY 2024, Kelly Willenberg's generous gift of \$350,000 fueled continued growth of the Point-of-Care Ultrasound Program. The availability of small handheld ultrasound devices has expanded the applications for ultrasound. Four pediatric physicians benefited from advanced training. And, 17 pediatric nurses are using POCUS to gain IV access. This means fewer needle sticks for our kids!

In 2025, Willenberg made another gift of \$450,000 to the POCUS Program.

**\$800,000** Raised to support Prisma Health Cancer Institute-Columbia

## 2024 Highlights:

- Funded new 3D mammography and biopsy systems to aid in early breast cancer detection
- Comfort items and educational materials for individuals navigating breast cancer
- An exercise program to help cancer survivors regain and maintain good health
- 3,500 community members helped raise nearly \$520,000 for Prisma Health Breast Centers through the Walk for Life & Famously Hot Pink 1/2 Marathon + 5K

## Early 2025 Highlights:

- New Radiation Oncology Suite and Infusion Center at Prisma Health Richland Campus



## **\$2M** Secured for the creation of a new Wound Healing and Hyperbaric Oxygen Center

Prisma Health Midlands Foundation secured funds for the development of a Wound Healing and Hyperbaric Oxygen Center at Prisma Health Baptist Hospital. The new center will advance and expand Prisma Health's current wound treatment in the Midlands area – reducing diabetic limb amputations and the loss of lives.

**52%-80%**

Diabetic patients die within five years of a below-the-knee amputation.

**20X**

Columbia, S.C.'s amputation rate is 20 times higher than the national average.

**29203**

Is one of the most medically dangerous zip codes in the Deep South.



The new center will offer multi-disciplinary care for diabetic patients, including podiatry, internal medicine, surgery and hyperbaric medicine. The facility will house three state-of-the-art Sechrist hyperbaric oxygen (HBO) chambers.

HBO patients breathe 100% oxygen while under pressure in the chamber, allowing more oxygen to be absorbed in the blood stream and plasma, which is then delivered to areas of the body that are having trouble healing due to lack of oxygen in the surrounding tissues.

The Wound Healing and Hyperbaric Oxygen Center will open in 2025.

# Prisma Health Midlands Foundation

## Fiscal Year 2024 Financial Statement of Activity

### PUBLIC SUPPORT & REVENUE

**FY24**

Contributions & Special Events (Net) . . . . .	\$5,000,456
Other Support, Gains & Revenues . . . . .	\$2,738,386
<b>TOTAL GROSS SUPPORT &amp; REVENUES . . . . .</b>	<b>\$7,738,842</b>

### EXPENSES

#### Program Services

Equipment Purchases & Technology Upgrades . . . . .	\$1,701,384
Patient Care Initiatives/Clinical Performance . . . . .	\$1,251,076
Community Education/Awareness/Outreach/Other Initiatives . . . . .	\$245,987
<b>TOTAL PROGRAM SERVICES . . . . .</b>	<b>\$3,198,447</b>

#### Supporting Services

Management & General . . . . .	\$105,819
Fundraising . . . . .	\$224,793
<b>TOTAL EXPENSES . . . . .</b>	<b>\$3,529,059</b>

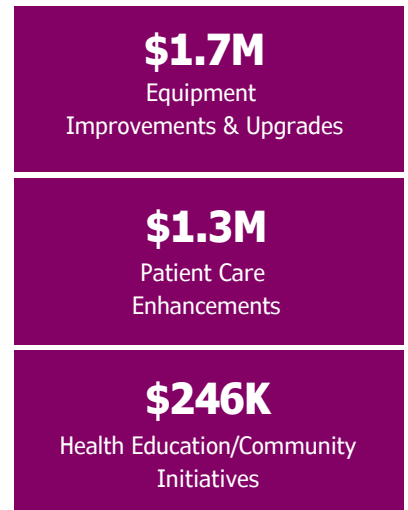
Change in Net Assets . . . . .	\$4,209,783
Other Change in Net Assets (Net Unrealized Gains on Investments) . . . . .	\$6,066,114
Net Assets Beginning of Year . . . . .	\$40,997,856
<b>Net Assets End of Year . . . . .</b>	<b><u>\$51,273,753</u></b>

*The Foundation recognizes contribution revenue and expense for certain services and items received at fair value of those services and items, including advertising, supplies, etc., that totaled \$404,738 in fiscal year 2024. The financial presentation is in accordance with IRS regulations, which in some cases are at variance with generally accepted accounting principles. The audited financials and Form 990 should be considered when evaluating the Foundation's results. The complete audited financial statements and Form 990 are available at [PrismaHealthMidlandsFoundation.org](http://PrismaHealthMidlandsFoundation.org).*

## The Impact of Each Gift in FY24

Of each dollar raised through Prisma Health Midlands Foundation, **\$0.91** was spent on technology & programs vital to the mission of Prisma Health - Midlands.

Last year, **4,851** donors made gifts to Prisma Health Midlands Foundation.



# THANK YOU

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Thank you for helping advance health care in our community. There are many ways you've made a difference in the lives of patients and families served by Prisma Health in 2024.

Since its inception in 2000, Prisma Health Midlands Foundation (formerly Palmetto Health Foundation) has given more than \$143 million to advance health care in the Midlands community.

Learn more at [PrismaHealthMidlandsFoundation.org](https://PrismaHealthMidlandsFoundation.org).