



Together: Special Edition

2024 Gratitude Report

It's all about (thank) you.

Today, as we share our annual Gratitude Report, it is our honor to extend a heartfelt **thank you** for your kindness and the inspiring moments you make possible every day. Your generous gifts are part of the powerful multiplier effect of philanthropy — bringing hope and support to those we serve, especially those navigating unimaginable journeys.

You come alongside our patients, residents and their families, providing hope and answers when lives are saved or forever changed. Many we serve at Avera would struggle to navigate their health journeys without the support of friends like you.

Our mission is energized by the generosity and support of our larger Avera family — and that includes you! In the past five years, 93,659 benefactors have fueled our work. With your help, we have raised nearly \$204 million, making a profound impact on those in our care.

This Gratitude Report celebrates you and the countless remarkable moments you create! Please enjoy a glimpse of the hope you make possible throughout the Avera system. On behalf of those we serve, thank you.

With deepest gratitude,



Dzenan Berberovic
Chief Philanthropy Officer



Celebrating Your Generosity This Year

4,603

gave for the first time

20,848

total benefactors

\$53,002,908

total fundraising to support patients,
residents and caregivers

Every Gift Makes a Difference

Data reflects funds raised from 7/1/2023 to 6/30/2024.

Stories of Impact

One of the most gratifying experiences at the end of each fiscal year is reflecting on our biggest successes across Avera — then sharing them with you as a reminder of what your generosity makes possible. The stories below are especially meaningful for our community, all powered by philanthropy.



Advancing Women's and Children's Care

This year, we embarked on the largest expansion project in Avera's history, with an especially significant impact on care for women, newborns and children. The growth will allow us to welcome and serve more families in a larger space, with elevated services — supporting women from the operating room to the clinic, from birth to menopause, at every stage of life. This once-in-a-generation initiative will build a future where our smallest patients receive the care they deserve for years to come. We are fulfilling tomorrow's promise, today.



Bringing Hope with Expanded Behavioral Health

Behavioral health continues to be a key investment area — with nearly \$400,000 dispersed this year to provide patient transportation, family support, virtual care (including a 24/7 crisis lifeline), and art and music therapy. One donor recently celebrated his healing journey with a gift, saying: "Art was something my kids and I could do together when they visited me at the Helmsley Behavioral Health Center. I want to make sure these supplies are available for others. Thank you for making my recovery possible!"



Showing Compassion through Caring for Life

Over the past 12 months, more than \$1 million from our Caring for Life Fund has been distributed to support patients and families at the bedside and beyond — funding warm meals, transportation services, facility enhancements, caregiver recognition and so much more. Through your generous gifts, we are able to meet immediate needs for patients, residents and families during the most difficult times.

Avera Employees Truly Care

For our Avera team members, caring for the community extends well beyond the hospital walls. Our colleagues embody the core values of our ministry inside and outside of work — always looking for ways to serve and uplift their neighbors.

That's why so many of our employees are also loyal Foundation donors. In fact, last year alone **we were blessed with gifts totaling more than \$7.5 million raised from 8,346 caregivers and staff who generously chose to support the Avera Cares Campaign and other philanthropic initiatives.**

When asked *why* they give, here's what our colleagues shared:

- *“Every dollar makes a difference, and that is why I continue to donate. Imagine if we all gave a little, what difference could we have in our community?” – Karen Maher, Registered Nurse in Surgery*
- *“I'm grateful and blessed to have received Avera's financial support during a difficult time, because it made a huge difference for me and my family. I give to Avera Cares because I want to support others in need.” – Vickie Kelly, Barista*
- *“I know firsthand how it feels to receive kindness and hope because Avera has helped me. Now I do the same for others. I've given 15 years in a row, and I'm proud of my contributions!” – Tim Masteller,*

Together, our collective impact is inspiring — giving the priceless gifts of hope and healing to the patients and families we serve every day.



Gifts From the Heart

“Start small but start now,” urges Linda Hartman, long-time Avera Foundation supporter.

Linda was born at Avera McKennan Hospital & University Health Center, as were her five siblings. From then on, her family never looked elsewhere for their care. “My father and my sister walked a journey through cancer and received their oncology care at Avera,” Linda says. “We just have so many connections, and we believe in Avera's mission and how Avera is caring for life and caring for people.”

It was an easy decision for Linda and her husband, Alan, to support cancer care at Avera. But the couple has also donated to mental health initiatives, hospitality houses and neonatal intensive care throughout their 30 years of giving. “I have a soft spot for the littlest patients at Avera,” Linda shares.

The Hartmans are moved to give by the knowledge that everyone, at one point or another, will need health care. **“Think of the impact health care has had on people you know well, and what it's meant to them. Then, find a way to support that need.”**

Linda adds, assuredly: “You'll never regret supporting Avera.”



Linda and Alan Hartman

[Make a Heartfelt Gift](#)

Ways to Invest in Compassionate Care



Gifts of Cash

Avera's faith-based values resonate deeply with Doug Olsem and his family. So much so, that the Olsems started what would become a decade-long tradition of giving through Avera Foundation.

They make yearly tax-deductible cash donations, knowing that their dollars immediately support the health of their neighbors.

"We simply want to make a difference in the community we love — and this is one way to pay it forward."

– Doug Olsem

[Join the Olsems](#)



Gifts of Grain/Livestock

Bruce and Peggy Williams were enthusiastic supporters of the new Avera Missouri River Health Center. As local farmers, they found it easier to donate bushels, rather than cash.

Gifts of grain and livestock can be easily made by authorizing a donation at the time of sale — helping Avera programs thrive.

"Our community has been so good to us that we were pleased to be able to give something back. The whole process was so simple."

– Bruce and Peggy Williams

[Donate Grain/Livestock](#)



Tribute Gifts

Bruce R. Prouse, MD was deeply loved by everyone who knew him. When he passed away, his family chose to honor his memory with an endowed fund in his name, supporting Avera Children's Hospital.

Tribute gifts are a special way to carry on a loved one's legacy —while making a lasting impact on the health of our community.

"My dad not only dedicated his life to medicine, but also to his family. My mom, sisters and I hope that this gift will allow families to focus on their loved one's well-being as they receive the dedicated care they need. Through this gift, we can still feel my dad's presence and carry on his meaningful work."

– Anne E. Prouse, DO, USD Pathology Resident

[Honor Someone Special](#)



Legacy Gifts

When Mansour Lincoln Karim came to South Dakota from Iran in 1950, he was welcomed and cared for by strangers in a new land. He and his wife, Ruth, built a life to be proud of in Pierre, SD, rooted in generosity, faith and community.

Many years ago, Mansour established a nursing scholarship endowment in Ruth's honor, ensuring a high-quality education for future local caregivers. Inspired by the generosity of those kind strangers decades ago, Mansour kept his word. Over the years, Karim has donated more than \$1.5 million to charities in his adopted home state.

"I promised God that if I had money when I was grown, I would take care of others."

– Mansour Lincoln Karim

[Explore Legacy Giving](#)



A Race to Remember

In May, the Avera community united once again to race against cancer for the 36th consecutive year. At the conclusion of each race, many ask, “How could it possibly get better or more inspiring?” And to no one’s surprise, it does.

The 2024 race was one of the most successful in the event’s history, with 6,668 registrants representing 35 states — from Washington to Florida.

This year **we broke fundraising records, securing an incredible \$731,000 to support patients, families and caregivers** bravely navigating a cancer diagnosis. We’re grateful to all race participants, donors, supporters, sponsors, employees, volunteers and community members for making this a race to remember.

Mark your calendar for the 37th Avera Race Against Cancer, taking place on May 10, 2025. In the meantime, join us this fall for *We Care, Pink Hair, Give Cancer the Boot* and other annual fundraising events. More details will be shared soon!

Avera Foundation Earns Fifth Consecutive High Performer Distinction

Every single gift from every benefactor makes an incredible difference — and we are proud to announce that Avera Foundation earned the title of “High Performer” from the Association of Healthcare Philanthropy for the fifth consecutive year. This distinction represents the top 25% of hospital and health system foundations in fundraising returns.



[Learn More About Our Foundation](#)



Every act of kindness causes a ripple effect. Your heartfelt gift through the Avera Foundation will extend, enrich and enhance the lives of those we are privileged to serve at Avera.

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