

IMPACT REPORT 2024

GIVE HOPE, A CAMPAIGN FOR THE EXPANSION OF MENTAL HEALTH SERVICES

We are thrilled to announce that we have exceeded our original community philanthropic goal of \$4,210,000—a tremendous achievement that speaks to the incredible generosity and support of our community. Thank you to all who have already given. Your gifts are a statement to families with mental health diagnoses that they are supported!

But we're not stopping there. With the momentum we've built, we're ready to stretch our goal and aim for a bold new target of \$5,435,000.

This achievement is more than just a number—it's a testament to the power of community. Every gift, no matter the size, contributes to making this vision a reality, and the impact we're creating together is truly transformative. Thank you for giving hope.



To learn more about how East Alabama Health (EAH) is expanding mental health services, scan the QR code.



IMPACT OF PHILANTHROPIC GIVING TO THE SPENCER CANCER CENTER

Thanks to the incredible generosity of our donors, Spencer Cancer Center has elevated the patient experience and improved critical aspects of care delivery.

Your gifts purchased new recliners, vital sign machines, a phlebotomy chair, and supply carts for a larger, more-efficient patient intake space as well as additional seating for our lobby, fostering an environment where families can feel supported, and patients can comfortably relax before their appointments.

In our Gynecologic Oncology department, a specialized Ritter exam light was added to enhance the precision of care. EAMC Foundation funding also purchased a glucometer, enabling our physicians to adjust treatment plans to manage potential high or low blood sugar complications.



Your Philanthropy at Work



\$4,606,016

For the expansion of mental health services in East Alabama



\$318,167

In support of East Alabama Health patient assistance funds



\$107,800

To purchase a security vehicle, new lobby furnishings, equipment for the Spencer Cancer Center, and enhanced equipment and staff training for our Level III NICU

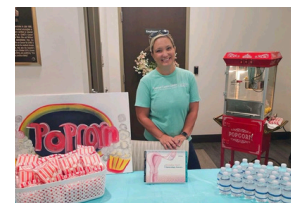


\$191,678

To help East Alabama Health employees through Cornerstone Assistance Funds

To increase East Alabama Health's presence at prevention, screening, and survivorship events, the EAMC Foundation purchased two tents, two tables, popcorn and cotton candy machines, and information materials.

Behind every piece of equipment and every seat is a story of hope and healing. Together, they illustrate how community support can directly impact our patients' lives, allowing us to provide high-quality, compassionate health care. We are profoundly grateful for our donors' investment in our mission, and with your continued partnership, we remain dedicated to advancing cancer care in ways that truly make a difference.



FIRST ANNUAL NICU GRADUATE CHRISTMAS PARTY



The bond between our NICU medical team and our patients' families does not end at discharge. Working together, our tiniest patients thrive. The EAMC Foundation was blessed to provide the funding for our first annual NICU graduate Christmas Party. Over 150 people came and enjoyed an afternoon visiting with Santa and Mrs. Claus and the trays of cookies and hot chocolate. Child Life program volunteers made holiday crafts with older siblings while parents were able to reconnect with the NICU medical team.

OPELIKA'S NEIGHBORHOOD MOBILE WELLNESS CLINIC



Opelika's Neighborhood Mobile Wellness Clinic provides routine and chronic illness screenings, disease prevention education, and community resource referrals to medically underserved areas of Opelika. From its initial launch in December 2022, more than 800 patients have been served. The bus visits a different community each week and is staffed entirely with volunteer medical staff. Donations through the EAMC Foundation fund the medical supplies.

EAMC FOUNDATION SCHOLARSHIPS



Generous donors to the EAMC Foundation have established several post-secondary education scholarships. These scholarships (\$6,860 total) blessed four outstanding students who are pursuing healthcare-related majors.

CHILD LIFE SPECIALIST PROGRAM



The EAMC Foundation funds the Child Life Specialist Program, which improves pediatric patient and family experiences by providing them with procedure support and education, normalization play, and coping education.

Patient Assistance

At EAH, we strive to holistically care for our patients. Not only do we offer the highest quality of medical care, but through our patient assistance funds, we break down treatment access barriers.

Spencer Cancer Center Patient Assistance Fund

Often, cancer patients have reduced wages or cannot work while undergoing treatment. In 2023, with the generous support from the Bruce Pearl Family Foundation, the American Cancer Society, and numerous community donations, the EAMC Foundation was able to support 67 cancer patients.

Patient Crisis Fund

The preparation for a hospitalization discharge can be logistically and financially overwhelming. The EAH Patient Crisis Fund provides qualified patients with transportation to durable medical equipment assistance to help ease that burden. In 2024, more than 50 patients were assisted with the transition home.

HERO (Healthcare Employees Reaching Out)

EAH employees generously support several patient assistance funds through a program called HERO (Healthcare Employees Reaching Out). In 2024, HERO funds sent 10 pediatric patients to a specialized summer camp for children with diabetes, provided 23 CPAP machines to medically uninsured patients, and assisted numerous patients with medical equipment or transportation at discharge.

Breast Health Fund

The Breast Health Fund was established in 2004 to provide screening and diagnostic mammograms to uninsured women in east Alabama counties. In 2024, a total of 32 patients received assistance through this fund.

NICU Patient Assistance Fund

The NICU Patient Assistance Fund is a lifeline for our tiniest patients and their families, offering everything from emotional support through heartfelt milestone photos to essential items, such as specialized neonatal car seats, premie clothing, and safe sleep pack-n-plays. In 2024 alone, this vital fund aided 31 families.

Cornerstone Employee Assistance and Spencer Housing Fund

Thanks to the generous support of EAH employees, Cornerstone was able to assist 74 employees in 2024. These donations provide hope and relief to EAH employees and their families during their times of greatest need.

Events



WOMEN FOR WOMEN- APRIL 4, 2024

The inaugural Women for Women event was held on April 4, 2024, to prioritize the physical and mental health of all women in east Alabama. Many women put off taking care of their health and wellness needs, which can lead to serious health problems. Over 180 women enjoyed the evening and \$21,174 was raised to improve the access to healthcare for all women in east Alabama.



SOCCER FOR A CURE - APRIL 5, 2024

When Auburn collides with Opelika, it's rivalry at its finest. But, when the soccer teams from each community squared off on Friday, April 5, 2024, there was something bigger at stake than bragging rights. The 13th Annual Soccer for a Cure game featured Auburn and Opelika's boys and girls varsity and junior varsity soccer teams playing at Duck Samford Stadium to raise money for local cancer patients seeking treatment at Spencer Cancer Center. The 13th Annual Soccer for a Cure raised \$2,549, which brings their total giving to \$41,977!



TOGETHER IN TEAL - SEPTEMBER 15, 2024

On September 15, 2024, Spencer Cancer Center, in partnership with the Norma Livingston Ovarian Cancer Foundation, hosted Auburn/Opelika's first-ever Together In Teal Butterfly Release at Spencer Cancer Center.

This symbolic and heartfelt event served as a powerful tribute—honoring ovarian cancer survivors, remembering those we have lost, and raising awareness about the importance of early detection. Thanks to the generosity of our community, the event raised over \$6,900 to support gynecological cancer education and awareness efforts.



THINK PINK - OCTOBER 12, 2024

The 20th Annual Think Pink event took place on Saturday, October 12, 2024, bringing our community together in support of local breast cancer patients. Thanks to the generosity of attendees and supporters, this year's event raised an incredible \$23,010 for the EAMC Foundation Breast Health Fund.



The Breast Health Fund provides uninsured women in east Alabama with access to life-saving screenings, including diagnostic mammograms, breast ultrasounds, and breast MRIs. Detecting breast cancer early and ensuring timely, advanced treatment are critical in reducing breast cancer-related deaths. When found early, breast cancer is smaller, less likely to have spread, and more treatable. Regular screenings remain the most effective way to detect breast cancer early and improve outcomes.



SWING FOR DIABETES - OCTOBER 29, 2024

The 16th Annual Swing for Diabetes golf tournament took place on Tuesday, October 29, 2024, making a meaningful impact in the fight against diabetes. We are deeply grateful for the leadership of Diana Ramage and Kendall Simmons—former Auburn University student-athletes who continued to excel as professional athletes while managing Type 1 diabetes. Their dedication helps ensure that individuals in our community receive the care and support they need.



This year's event raised an impressive \$23,622 to support the Diabetes and Nutrition Center, funding essential diabetes education, monitoring supplies, and ongoing support for those managing this complex and costly disease. Additionally, sponsorships help provide nutrition education programs aimed at preventing diabetes and other chronic illnesses within our community.



TWELVE DAYS OF CHRISTMAS VIRTUAL AUCTION

More than 60 items were auctioned via a virtual auction from November 22 to December 2, 2024. The proceeds from this virtual auction benefitted the expansion of mental health services in our community. Items included photography sessions, European trips, fabulous dinners, and spa packages. The Virtual Auction raised \$31,411.



THE CHRISTMAS BALL - DECEMBER 4, 2024

The 2024 Christmas Ball was held on Thursday, December 4, 2024, and raised \$346,756 for the expansion of mental health services in our community, including construction of a new Center for Mental Health on EAH's campus. The stunning floral designs by Florista Designs and the special Give Hope dessert, created by The Hotel at Auburn University's Chef Dallas, were a few of the gala's highlights. Live auction items included spectacular ruby and diamond earrings from Dianne's Jewelry; golf for eight with Coaches Bruce Pearl and Hugh Freeze at Sehoy's private golf course; a pre-planned party for 50 at The Flower Store with Terra Cotta catering, John Emerald Distillery pouring, Dallas Dorsey playing music, Craig Godwin taking photos, and Auburn Awards printing the invitations; brilliant diamond loop earrings from Ware Jewelers; a trip to Portugal; a dove hunt for four at Argentina's Los Laurels; and a day of deep sea fishing on the Blue Marlin.

