

MERCY FOUNDATION NORTH'S

*Mother and Newborn
Capital Campaign*

...to benefit

Mercy Medical Center Redding

A vision for
new beginnings





*Every good
and perfect gift
is from above,
coming down
from the Father
of heavenly lights.*

JAMES 1:17

Gifts from heaven arrive almost daily on the third floor of Mercy Medical Center Redding. As family members rush to meet their newest member and count little fingers and little toes, we are reminded of the privilege we have in welcoming new life into our world.

We believe the entire birthing experience is a miracle full of awe. We believe life is sacred.

At present

Currently, the Mercy Maternal Child Services Department includes:

- 9 labor and delivery rooms
- 4 small antepartum rooms — an area consisting of single beds for mothers who are at risk for pre-term labor
- 8 postpartum rooms — each room is shared between 2 new mothers. These rooms also share 2 shower stalls and 8 toilets for 16 women.
- A small nursery with limited space for staff to welcome and care for new arrivals each day

These rooms not only serve as *the* birthing center for Redding's 80,000 plus residents but also as the only high risk birthing center for the more than 300,000 people living between the Oregon border and Mercy Medical Center Redding.



A sizeable task

Mercy Medical Center Redding is renovating and expanding the Maternal Child Services Department to better meet the ever increasing needs of North State residents.

But as is true throughout California and the nation, there is rarely, if ever, enough money generated by hospital operations to fund major building or expansion projects. With competing financial priorities such as purchasing state-of-the-art equipment, adding new services and caring for all people regardless of their ability to pay for care, U.S. not-for-profit hospitals will continue to need philanthropic support now and in the years to come. This is true at Mercy Medical Center Redding.

We know that Mercy Medical Center Redding's expert childbirth and children's services are essential to the good health and future of our children and our community. Join us in our commitment to bring this vision to life.

Heritage of healing

Mercy Foundation North is a philanthropic organization sponsored by the Auburn Regional Community of the Sisters of Mercy, who also sponsor Mercy Medical Center Redding. To further the Sisters' mission of service to the poor, the sick, and the uneducated, Mercy Foundation North has committed to raise \$2 million of the \$6.7 million project, which will allow the Medical Center to better meet the needs of families, patients, and medical staff in the North State.

Renovating and expanding the Maternal Child Services Department will:

- Increase privacy for our patients
- Promote family-centered care, where fathers, siblings and other family members can interact with the new mother in a comfortable setting
- Modernize and make the areas more aesthetically pleasing
- Enhance efficiency by allowing similar services to be physically located near one another such as delivery, postpartum recovery and newborn care

Through the efforts of the *Mother and Newborn Capital Campaign*, the health care team of doctors, nurses, and support professionals can continue their work of helping to deliver miracles to North State families.

Please make this journey with us and help us enrich new beginnings.

Mercy Medical Center Redding is the only provider of specialty maternal care for mothers and children in the North State.

The Medical Center is licensed for 273 beds, with more than 1,500 associates and over 200 volunteers.

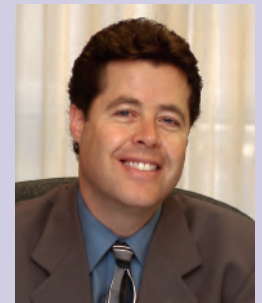


Maternal Child Services Construction History

- 1951 - The Obstetrics Department was constructed; postpartum rooms built but have not been updated since.
- 1989 - The Labor Delivery Recovery Postpartum (LDRP) addition was constructed.

Give and receive

Rick Barnett, President of Mercy Medical Center Redding, encourages you to consider investing in a legacy you can leave for the community and generations to come.



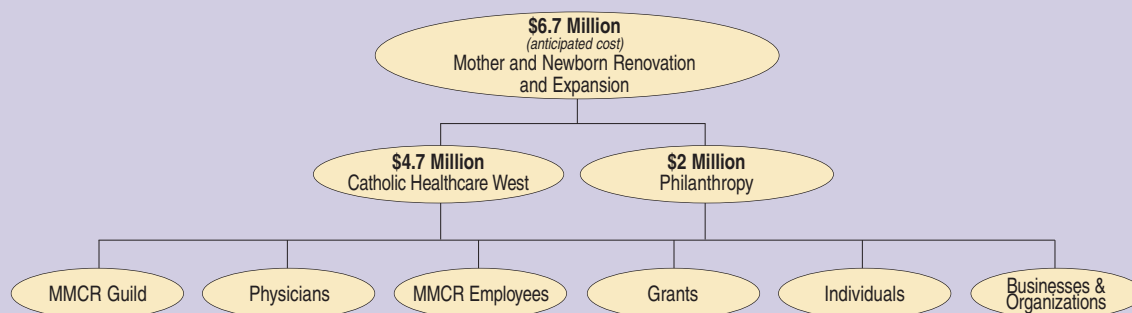
RICK BARNETT
President

“The expansion/renovation project, on the surface, is about bricks and mortar,”

Rick said. “However, I believe it is more about putting dollars where our newest citizens first meet the world. Babies need to be welcomed and nurtured in their mother’s arms — where the world is calm and private, stopping for just that moment to take notice that a new and important life is among us.”

Help us create a place where the world can stand still — even for a few moments — to celebrate a new life in comfort and privacy.

PROJECT FUNDING PLAN



*The need is growing —
please help us...*

Hello — my name is Larry Lees. I serve as a board member on Mercy Foundation North and have the pleasure of serving as the Campaign Chair for the Mother and Newborn Capital Campaign.

Please join me by learning more about this campaign and consider investing your financial support to help move us along to new beginnings for our little ones.

As a father of six children (including a set of triplets) and a community member, I believe this project is important. I understand the value of providing a welcoming atmosphere for the mother, family, and the newborn.

It's time to extensively remodel Mercy's Maternal Child Services Department to accommodate the increasing number of births occurring each year and to improve mother-infant care and family bonding.

Renovating the Maternal Child Services Department is going to take a significant financial commitment. Please join me in this journey and give our community a birthing center that welcomes newborns for years to come!



*Larry Lees
Capital Campaign Chair*



LARRY LEES
Capital Campaign Chair



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Sister Brenda O'Keeffe, Vice President of Mission Integration and Spiritual Care Services, enjoys welcoming a new life at Mercy Medical Center Redding.

