

TABLE OF CONTENTS

| Logo δ Tagline | 3 |
|--------------------------------|----|
| What Not to Do | 5 |
| Reversed-out Logo & Tagline | 6 |
| Wordmark | 7 |
| Tagline | 8 |
| URL | 9 |
| Affiliated Identifiers | 10 |
| Color Palette | 11 |
| Typography | |
| Proportional Oldstyle Numerals | 14 |
| Illustration Style | |
| Textures δ Patterns | |
| Photography | 17 |
| Graphic Identity Package | |
| Web & MailChimp Graphics | 19 |
| Sample Publications | 20 |

LOGO & TAGLINE

THE ASHLAND COMMUNITY HOSPITAL

Foundation logo works best on a white background in both full-color (CMYK) and black variations.

Where desired, the logo may be used in combination with the tagline. Both CMYK and black variations are provided.

If using the CMYK logo on a colored background, please use the version with the white tagline to ensure sufficient contrast for legibility.

At right is an example of a background texture that has been used in ACHF publications. The style is called low-polygon, and its use is explained on page 16.





Inspiring philanthropy to enhance Asante Ashland Community Hospital services





Inspiring philanthropy to enhance Asante Ashland Community Hospital services





Inspirinó philanthropy to enhance Asante Ashland Community Hospital service

THE LOGO & TAGLINE is

also available in a six-line format.

This version is used for the MailChimp sidebar and similar applications where a narrower version of the logo with tagline is needed. CMYK, CMYK with white tagline, black, and reversed-out variations are provided.



FOUNDATION

Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services



FOUNDATION

Inspiring
philanthropy
to enhance
Asante Ashland
Community
Hospital services



Inspiring philanthropy to enhance Ashland Community Hospital services



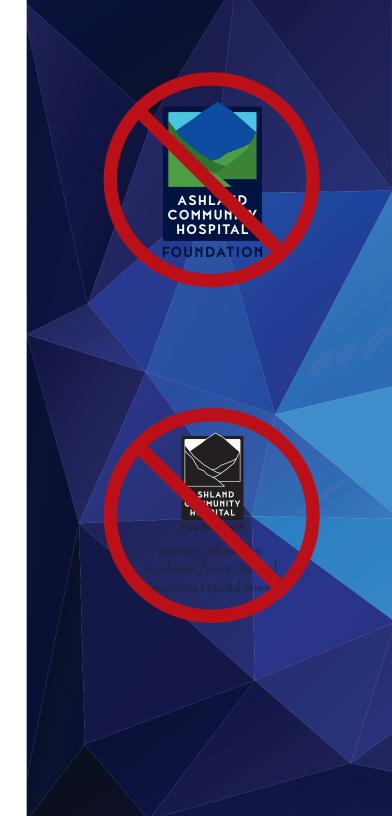
Inspiring philanthropy to enhance Ashland Community

WHAT NOT TO DO

DO NOT STRETCH, **MANIPULATE**, obscure, or otherwise distort the logo.

Avoid using the CMYK or black logo on backgrounds that lack sufficient contrast; instead use the reversed-out version.



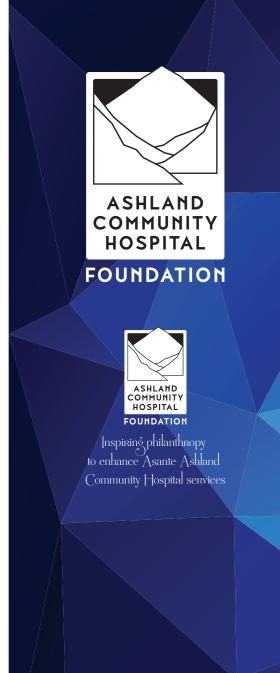


REVERSED-OUT LOGO & TAGLINE

IN CASES WHERE THE

CMYK version of the logo blends too closely or conflicts with the background, you may use the reversed-out (white) version of the logo.

Use this variation when working with black backgrounds as well.







Inspiring philanthropy to enhance Asante Ashland Community Hospital services

WORDMARK

ONE-LINE, TWO-LINE, AND FOUR-LINE variations of the wordmark are available in select colors to suit a variety of design needs.

Because the shades of green in the color palette are so similar, we have selected one shade (the lightest green) for use in the wordmark as well as subheadings and other typesetting styles.

Most frequently, the midtone shade of blue is used for the wordmark as it complements the dark blue background of the CMYK logo and contrasts with green subheadings.

Reversed-out versions should be used on dark backgrounds.

| ASHLAND | ASHLAND COMMUNITY | ASHLAND COMMUNITY HOSPITAL FOUNDATION |
|------------|---------------------|---------------------------------------|
| COMMUNITY | HOSPITAL FOUNDATION | |
| HOSPITAL | | ASHLAND COMMUNITY HOSPITAL FOUNDATION |
| FOUNDATION | ASHLAND COMMUNITY | |
| ASHLAND | HOSPITAL FOUNDATION | ASHLAND COMMUNITY HOSPITAL FOUNDATION |
| COMMUNITY | | |
| HOSPITAL | ASHLAND COMMUNITY | ASHLAND COMMUNITY HOSPITAL FOUNDATION |
| FOUNDATION | HOSPITAL FOUNDATION | ASHLAND COMMONITY HOSPITAL FOUNDATION |
| ASHLAND | | |
| COMMUNITY | ASHLAND COMMUNITY | ASHLAND COMMUNITY HOSPITAL FOUNDATION |
| HOSPITAL | HOSPITAL FOUNDATION | |
| FOUNDATION | | |
| ASHLAND | ASHLAND COMMUNITY | |
| COMMUNITY | HOSPITAL FOUNDATION | |
| HOSPITAL | | |
| FOUNDATION | | |
| ASHLAND | | |

COMMUNITY

FOUNDATION

HOSPITAL

TAGLINE

ONE-LINE, **THREE-LINE**, **AND SIX-LINE** variations of the tagline are available in the standard colors.

Use reversed-out versions on dark backgrounds.

Inspiring philanthropy to enhance Asante Ashland Community Hospital services
Inspiring philanthropy to enhance Asante Ashland Community Hospital services
Inspiring philanthropy to enhance Asante Ashland Community Hospital services
Inspiring philanthropy to enhance Asante Ashland Community Hospital services
Inspiring philanthropy to enhance Asante Ashland Community Hospital services

Inspiring philanthropy to enhance Asante Ashland Community Hospital services Inspiring philanthropy to enhance Asante Ashland Community Hospital services

Inspiring philanthropy to enhance Asante Ashland Community Hospital services Inspiring philanthropy to enhance Asante Ashland Community Hospital services Inspiring philanthropy to enhance Asante Ashland Community Hospital services

Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services

Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services

Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services

Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services

Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services

Inspiring philanthropy to enhance Asante Ashland Community Hospital services

Inspiring philanthropy to enhance Asante Ashland Community Hospital services Inspiring philanthropy to enhance
Asante Ashland
Community
Hospital services

URL

THE URL IS AVAILABLE in

the standard colors. It can also be typeset directly in the document using Mussica OT and a special open-type glyph for the final 'g.'

Use the reversed-out version on dark backgrounds.

achfoundation.or

achfoundation.ord

achfoundation.ord

achfoundation.ord

achfoundation.or

achfoundation.or&

AFFILIATED IDENTIFIERS

THE INSPIRATIONS WORDMARK, CIRCLE

of Caring logo, and Patrons Campaign identifier should be used consistently across publications.

The Patrons Campaign identifier is typeset in Mussica OT using oldstyle numerals for the year and special open-type glyphs for the 'r' and 'g,' The lightest shade of green (C=74 M=15 Y=100 K=2) is used on white. This is not provided as a file since it will change year to year.

Use the reversed-out versions on dark or conflicting backgrounds.

Inspirations



2018
Patrons Campaión

Anspirations



2018 Patrons Campaión

COLOR PALETTE

THE COLOR PALETTE

WAS derived from the original Ashland Community Hospital Foundation logo. Because of this limitation, only one of the colors is a Pantone, whereas the rest are specified as CMYK.

CMYK (Pantone when available) should be used for print, and HEX is used for the website.

Since the shades of green are so similar, the light green (C=74 M=15 Y=100 K=2) should be used predominantly. The medium and darker shades of green are reserved for cases where the light green poses legibility issues or multiple shades of green are needed (e.g., in a design element such as a web button with an interior color, top/left border, and bottom/right border).



TYPOGRAPHY

THE FOLLOWING TYPEFACES SHOULD be

used in all publications, and no other fonts should be added or substituted for these:

- Levato: This serif typeface is used for body text, sandwich quotes, and certain subheadings as appropriate.
- MB Vinatage: This sans serif typeface is used for headings, certain subheadings, and other elements as appropriate.
- Mussica OT & Mussica Italic
 OT: This display typeface is used
 for headings, certain subheadings, and other elements. These
 fonts contain many special glyphs
 that can be used (sparingly) for
 flourish where desired.

Introductory paragraphs are typically set in a larger font size, and the preliminary words are typeset in all-caps Levato Italic using the midtone blue (C=100 M=80 Y=0 K=0) and looser tracking (60 for standard body text size).

MB VINATAGE

MB Vinatage Thin

MB Vinatage Thin Italic

MB Vinatage Light

MB Vinatage Light Italic

MB Vinatage Book

MB Vinatage Italic

MB Vinatage Medium

MB Vinatage Medium Italic

MB Vinatage Bold

MB Vinatage Bold Italic

MB Vinatage Heavy

MB Vinatage Heavy Italic

LEVATO

Levato Light

Levato Light Italic

Levato Regular

Levato Italic

Levato Medium

Levato Medium Italic

Levato Bold

Levato Bold Italic

Levato Black

Levato Black Italic

MUSSICA OT & MUSSICA ITALIC OT

Mussica OT

Mussica Italic OT

Examples of Open-Type Glyphs

ppq RSVW y3

TYPOGRAPHY SAMPLE LAYOUT

AT RIGHT IS THE cover of the Spring 2018 issue of *Inspirations* as an example of various type styles in usage.



BOARD OFFICERS

Joy Dobson Way, RN (ret.), President Ed Colson, Vice President & Treasurer Marjorie Lininger, Secretary

DIRECTORS

Karen Amarotico

Linda Butler

Tricia Hahn

Eric Herron

Laurel Kiichli

Sharon Laskos

Rand Roselli

Jane Stromberg

EMERITUS BOARD

Brian Almquist

Richard Bernard

Chuck Butler

Jack Davis

. Kurt Knudsen

Jed Meese

Marjorie O'Harra

Stephen Reno

Maggie Skerry

STAFF

Janet Troy, Executive Director

Stephanie Roland, Senior
Development Officer

Kathleen Mackris, Development Officer

EX OFFICIO

Sheila Clough, AACH CEO

SUPPORTING INNOVATIVE CARE

New fund seeks to provide resources to transform healthcare for the future

FROM PENICILLIN TO SURGICAL robots, from holistic care to telehealth technologies, the evolution of healthcare since Ashland's community hospital first opened its doors in 1907 has been momentous. Generations of caring, forward-thinking donors have helped Asante Ashland Community Hospital keep pace with the trends and technological changes that arrive more quickly each year.

To build on this tradition of innovation and generosity, Ashland Community Hospital Foundation is establishing an Innovation Fund. This will provide an overarching home for resources that help Asante Ashland prepare for the future while continuing to advance the quality of care patients receive. The fund will enable the hospital to quickly and strategically acquire the latest technologies, adopt pioneering best practices and build community partnerships—all focused on providing the best care for residents and visitors in our region.

With your support, the hospital will thrive and continue to deliver the modern, compassionate and effective care you, your family and your neighbors expect and deserve.

"Innovative cultures are able to explore and find new ways to recreate the future," Clough says. "That is why the Innovation Fund at Asante Ashland is so important."

While potential projects for the new fund are still under review, your gift could be used to acquire the latest equipment for diagnoses and treatment, pilot new programs and pro-

The Innovation Fund will allow us to form unique partnerships that will transform how we care for you and your family.

"The Innovation Fund will provide resources that let us explore possibilities and pilot emerging technologies, delivery systems and programs to determine if they are right for our community's needs." Asante Ashland CEO Sheila Clough says. "It will allow us to form unique partnerships that will transform how we care for you and your family."

With its focus on encouraging creative thinking to develop and deploy new solutions, the Innovation Fund gives you an opportunity to invest in transforming how healthcare is provided at Asante Ashland, ensuring local residents live happy, healthy and productive lives.

cesses for providing care or update how information is managed to continuously improve the quality of care. Your support might benefit key collaborations in the community that will push Ashland toward its goal of becoming the healthiest city in Oregon. It could fund training for doctors, nurses and other caregivers to gain the latest skills or provide community health education to help people of all ages avoid illness or injury. You can be sure your gift to the Innovation Fund will foster continued excellence and innovation that will keep Asante Ashland thriving.



LOOK TO THE FUTURE: Help Asante Ashland advance boldly into the future by donating to the Innovation Fund at achfoundation.org or calling 541.201.4019.

PROPORTIONAL OLDSTYLE NUMERALS

WHEN TYPESETTING NUMBERS, USE proportional oldstyle numerals, regardless of whether the typeface is Levato, MB Vinatage, Mussica OT, or Mussica Italic OT.

Proportional oldstyle numerals are typically smaller than standard numbers, and certain numerals sometimes have descenders, depending on the font. They blend more naturally with running text and add a touch of elegance.

The proportional oldstyle numeral setting is typically accessed through the OpenType panel of your software program (e.g., InDesign).

Certain applications (e.g., Microsoft Word) do not permit use of opentype features, and thus this stylistic requirement can be ignored in such contexts.

MB VINATAGE

Proportional Oldstyle Numerals

(do use)

1234567890

Standard Numerals

(do not use)

1234567890

LEVATO

Proportional Oldstyle Numerals

(do use)

1234567890

Standard Numerals

(do not use)

1234567890

MUSSICA OT & MUSSICA ITALIC OT

Proportional Oldstyle Numerals

(do use)

1234567890

1234567890

Standard Numerals

(do not use)

1234567890

1234567890

ILLUSTRATION STYLE

TO CREATE A STRONGER,

more cohesive graphic identity, we have adopted a particular illustration style known as low-polygon (or low-poly).

This look echoes the geometric shapes in the logo and conveys a clean, contemporary, vibrant tone.

To avoid diluting the graphic identity, do not mix other illustration styles with low-poly graphics in a publication.



TEXTURES & PATTERNS

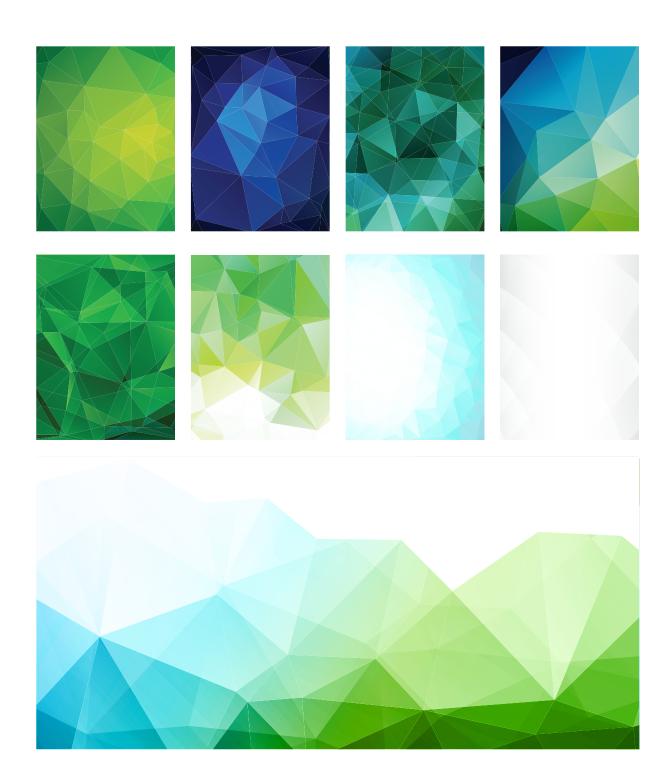
THE LOW-POLYGON
STYLE IS also reflected in the background textures and patterns

used in publications.

At right are several examples of background patterns that have been used in ACHF publications. These can be reused in other applications, but repetition should be avoided within the same publication (unless a back inside panel is mirroring a front inside panel, for example).

Generally, the textures and patterns should reflect blues and greens for coherence with the color palette.
Light gray and white patterns may be used as background textures on pages of dark text (e.g., donor lists).

Reversed-out (white) text should be used on darker backgrounds for legibility.



PHOTOGRAPHY

ORIGINAL AND STOCK PHOTOGRAPHY should complement the graphic identity and convey a clean, friendly, trustworthy tone.

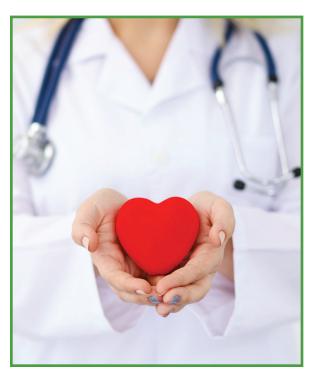
Where appropriate, isolated (transparent background) images may be used (e.g., the mother holding a child at right), but most photographs should conform to a standard rectangular style.

Images with blues, greens, and whites reinforce the graphic identity and are fitting for a professional hospital setting. This is a great option if the image suits the needs of the publication, but color is a secondary concern when selecting photographs.

A two-point border in the lightest green (C=74 M=15 Y=100 K=2) is typically used for rectangular photos on light backgrounds.

When images are used on a background color or texture, a white border (or light green if white is difficult to distinguish) should be used to set the photo off from the background.









GRAPHIC IDENTITY PACKAGE

BUSINESS CARDS, LETTERHEAD, ENVELOPES,

and a thank-you card have been provided as part of the graphic identity package.

At right are business card samples (staff and board member), envelopes, letterhead, and the thank-you card.



OUIDAIIOII

JANET TROY

Executive Director

541.201.4014

janet.troy@asante.org

PO BOX 98 ASHLAND, OR 97520



BOARD MEMBER

541.201.4015

PO BOX 98 ASHLAND, OR 97520





ASHLAND COMMUNITY HOSPITAL

nspiraing philanthropy to enhance Asante Ashland Community Hospital services



Inspiring philanthropy to enhance Asante Ashland Community Hospital services

PO Box 98 Second OR 95520 AO Libertand, OR 95520 AO Libertand Box 98 August 1995 August 19



PO Box 98 • Ashland, Onegon 97520 • 5412014015 • achfoundation.org

PO Box 98 · Ashland, Oxegon 97520 · 5412014015 · achfoundation.org



Inspiring philanthropy to enhance Asante Ashland Community Hospital services

WEB & MAILCHIMP GRAPHICS

WEB GRAPHICS SHOULD REFLECT the colors and typography standards outlined in this manual.

The Donate button can be used at the website, in MailChimp campaigns, and in email signatures.

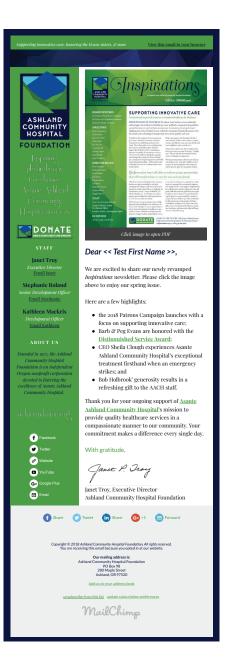
At right is a MailChimp campaign reflecting the current graphic identity. This template should be used for future campaigns. The serif typeface used for the main body text and certain subheadings is Playfair Display, and the sans serif used for headings and fine print is Lato.

Also included is a sample e-signature.









SAMPLE PUBLICATIONS

FOLLOWING YOU WILL

FIND various publication samples exhibiting the graphic identity in usage.

At right are Patrons Campaign 2018 materials, including the Banner, Brochure, Postcard, and Poster as well as the Foundation Dollars at Work and Mission/Vision Posters.

Samples on subsequent pages include the ACHF General Brochure, Tax Seminar Postcard, Branson's Chocolate Wrapper, and select Newsletter pages.



You can help shape the future of healthcare in your community by investing in the Innovation Fund. To make a gift, call 541.201.4019 or donate online at achievement and achievement of the Innovation Fund.







You may donate online at achfoundation.org.

Thank you for your generous contribution

NONPROFIT ORG US POSTAGE PAID ASHLAND, OR PERMIT NO. 123



detect cancer even earlier

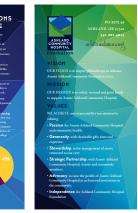
magine a new technology that could

YOU can help shape the future of healthcare in your community by investing in the Innovation Fund. To make a gift, call \$41.201_4019 or donate online at additional time org.









ASHLAND COMMUNITY HOSPITAL FOUNDATION





THE FOUNDATION

THROUGH THE GENEROSITY of individuals, businesses and organizations, Ashland Community Hospital Foundation has been supporting the hospital's mission since 1977. Your charitable contributions are more than gifts to your hospital. They are investments in the health and well-being of your entire community.

Thislandroup is the control of sections: I topitals that tap into the power of philandroup; can more from good to great to excellent. Your generation makes a significant inspact on every department at A natar Administration of the Anniel Airon of given the hospital was extended to the control hospital was extended to the displaces of year contributions will make though as the control the topital the control than one will not be toward the fainter. In fact, your support will be secondial as we work to transform the way we deliver be control as we work to transform then way we deliver be control as we complish together not prosmy a deliver for lattice of the control and the control as we complish together not prosmy a deliver for lattice of the control as we complish together not prosmy a deliver for lattice of the control as we complish together not prosmy a deal of the prosmy about a first power and the control as the control as we complish together not prosmy about a first of the control as we complish together not prosmy about a first power and the control as the cont

SHEILA CLOUGH, CEO, ASANTE ASHLAND COMMUNITY HOSPITAL

CAMPAIGNS

Circle of Carting

Sometimes words are not enough to express the gratitude you feel for the care you receive. Circle of Caring offers a meaningful way to recognize and thank a caregiver or department and help Asante Ashland Community Hospital care for others.

Employee Giviné

Our dedicated employees know their giving can inspire others to give, too. Their generosity has advanced patient care, assisted coworkers in need and enhanced medical services across the hospital.

Lights for Life

Lights for Life is a cherished holiday tradition of remembrance, love and thanks. Your contribution can honor and thank someone special in your life, comfort a friend who's suffered a loss or highlight a joyful occasion in a creative way.

Patrons Campaión

Each year, the Foundation Board of Directors selects a project for community investment in partnership with Anatte Abhald deders. Over the years, your glish have helped purchase stateof-the-art medical equipment, renovate hospital facilities, provide care in the community and brin new services to the hospital.

Tribute Gifts

friends and neighbors is a thoughtful way to celebrate their life and accomplishments while you support the work of Asante Arblands.

WAYS TO GIVE

IT IS EASY and convenient to support Asante Ashland with a gift to the Ashland Community Hospital Foundation. Gifts of all sizes are appreciated and directly benefit your hospital.

Mail: Please mail your check, payable to Ashlund
community Hospital Foundation, to PO Box 98,
Ashland, OR, 97520.

Phone: To give by phone, call 541.201.4019, and we will be pleased to accept your credit card donation. Online: Donate securely through our website at ordinardation ord.

Recurring Gifts: Giving on a regular basis is an easy and cost effective way to support Asante Ashbath. You can pared your support or ever a year and maximize the impact of your giving. You may choose the amount you wish to give and how offers. To learn more, contact us as \$42.394.000 offers. Other more, contact us as \$42.394.000.000 offers. To learn more, contact us as \$42.394.000.000 offers. To learn more, contact us as \$42.394.000.000 offers. To learn more, contact us \$42.394.000.000 offers. To show that you wanted the your support can be negletal. Our foundation accepts such contributions through Itarfs & Ancoutzet in Abdatha To donate; please contact

us at 541.201.4019 or Harfst & Associates at

ASHLAND COMMUNITY HÖSPITAL Foundation staff is also available to tafk with you about your interest in making an endowment gift, muthy your pledge or a gift through your extate or trust. Ho conversations are confidential. Please contact June Timy als glasses are confidentially please contact. June Timy als glasses are confidentially please contact. June Timy als glasses are confidentially please contact. June Timy also glasses are confidentially please contact. June Timy also glasses are confidentially also glasses are confidentially associated as a second contact. June Timy also glasses are confidentially associated as a second contact and contac

DEPARTMENTS PROGRAMS

YOUR CHARITABLE GIFTS have the power to touch every corner of Asante Ashland and extend our healthcare services into the community.

The physicians and caregivers in each department of our hospital are committed to providing you with the best experience possible. You can make a difference and support the area most important to you and your family, including:

- Diagnostic Imaging
- Emerton of Com
- Family Birth Center
 Holistic Patient Care
- Holistic Patient Care
 Hospital Facilities
- Inpatient Care
 Intensive Care Unit
- Physical Therapy
- School Nurse Program
 Spiritual Care
- Surgical Services
 Women's Health
 Wound Care

If you prefer, you can also support our global hospital initiatives:

- Charity Care
 Education & Professional Development
- Greatest Needs Fund
- Innovation Fund
 Nursing Student Scholarships





ASHLAND COMMUNITY HOSPITAL FOUNDATIO PO BOX 98 256 MAPLE STREET ASHLAND, OR 97520 541,761,4019





Tax Reform & You: Making Sense of the Tax Cuts and Jobs Act in 2018

Tuesday, May 29, 2018 | 12:00-1:30 pm Asante Ashland Community Hospital, Conference Room 280 Maple Street | Ashland, OR

ARE YOU WONDERING how the new tax laws will impact you? Join us for a discussion of the primary changes for individuals and couples, the planning steps you can take now and the continued importance of philanthropy.

PRESENTERS

- Tricia Hahn, Attorney at Law Davis, Hearn, Anderson, & Turner PC
- Carolyn M. Ryder, CPA, CGMA Isler Medford, LLC
- Janet Troy. Executive Director Ashland Community Hospital Foundation

Seating is limited. Please RSVP no later than May 22, 2018. Lunch will be served, and there will be time devoted to Q&A: Contact Stephanie Roland at 541.201.4019 or stephanieroland@asante.org to reserve your seat.

NONPROFIT ORG US POSTAGE PAID ASHLAND, OR PERMIT NO. 123





unumainty particular flower to the constitution of the two the community particular flowers on pay triang the best care for evidence and vision in our region.

The furnioration Fund will allow us to form unitique partnershi that will transform how we care for you and your family:

The Inconstion Hand will provide resources that it is explore possibilities and plot exemploy provides, deflorely systems and programs to determine if they are right for our community incode. A course oblated CCO provides and programs to determine if they are right for our community incode. A course oblated CCO provides and programs to determine if they are required to the community incode in the control of the community in the control of the control o

high its facus on oncouraging creative thinking to develop and deploy new solutions, the most of this moust include gives you are opportunity to next in transforming how healthcare is posent in transforming boar healthcare is deduct Avanto-Addand, emering board resition live bappy, healthy and productive love.

DONATE

LOOK TO THE FUTURE: May Jeans Adduntal
bolds (see the Jeans by dissating to the Insociation Fast
adefoundationary or calling 542 004, 4009



law of accounting Bursthold Linds would be CPM from its foreasts of however the broken of CPM from its foreasts. We note the broken of CPM from its foreasts of the distribution of the state accounting the front in the distribution of the control of the from their was a Neil Disseased to control of the front in the control of the contr

Linking and (Dank there the ormalisment and consistent and depth of the consistent and and the consistent and and and the consistent and the consis

Shr has a long history of community service, inclusing serving bon the Addard Community Hospital Board of Direction from 10004 to 2000 gold Adulturd Community Hospital Constantion France Natural Scholarship committee from 2000 to 2010 Plaze jost with welchning I Inda Buller to the Adulturd Community Hospital Board Foundation of Direction I.



A LEGACY OF GIVING

Distinguished Service Annual que est le Rade and III et glass and ATMRI LY LECC OF wave and platformatheraps carried some line has all by Exist and examp Distinguished Service Armad Inno. Model Col. Townson 1: Hope of Townson Annual Inno. Model Col. Townson 1: Hope of Townson and by Exem here correlated has two first below glasses and type them here correlated has two first below large and coped and the production groups are proper of the Exam-Eration National Section 2 and the Townson 2 and and coped and the production groups and bands are get the limit town the contract of the Contract production of the Contract production of the Contract production of the Contract production and the Contract production of the Contract production

"It's so emotional to hear their stories and learn about the haships they have overcome." Buth says of the dedicated masking students, who plan to week in the Rogor Valley.

Lengtime supporters of the annual Patrons. Campaigs, the Exast staters also champion the Foundation by atmediate other campaigs kicknift and celebrations. The family's connection to the Foundation started own after Promosed to Ashida in 1981.



Ashland is richer for having its hospita

A graduate of Oberlin Conservatory of Music, Barb Evans performed as a psofessional chatterist for fourteen years and samp prefessionally in lowa CIT; Isoa. She absorwated as a certified vertratary technician. Barb volunteers worldly at Asame Addian Consensuity Hospital and particularly enjoys assisting in the ACH fromatulation office.

delivering meals with froot & Friends. With their commitments and dedications to project across Adolands. both fairh and Prg appreciate the ACH Foundation for its professional support of a key intertains that fosters a healthy community.

The Distinguished Service Assend recognizes technicalist when the adolance most business on the Foundation, the hospital and Adoland as a whole. A committee competing the Foundation is exercised population.



ASHLAND DUFFERS GOLF TOURNAMENT



NONPROFIT ORG US POSTAGE PAID ASHLAND, OR PERMIT NO. 123



atternet. Campaign ausports Immunistation riand in the YEAR'S PATRONS CAMPAIGN and sy uso to help to the fine dood ally per in pure of the related and per in period to the secondaria to Advantal Community Hospital Foundations of Case with an incomment to Advantal Community Hospital Foundations of the final six designed to serve as an accordant plane for fine final six designed to serve as an accordant plane for fine final six designed to serve as an accordant plane for fine final six designed to serve as an accordant plane for f

The final se designed to serve as an overarching home for resource that will hap Anata Ashada Community Hospital adapt new technologies and approaches to care when the time tright. As a small community hospital Anata Ashada Has invested strategicilly and mindfully in new programs and technologies what make a difference in pasteries hew Wilsh you rehigh the hospital can continue to keep poset in sular's regally changing habilities environment, which requires none recourses and adeeper commitment to change than ever before.

ing neutrinear environment, winter equipment one resura deeper commitment to change than ever below. Your gift to the Innovation Fund will support three prim approaches; i) adding advanced technology to be neft pajl adopting new patient-ear-approaches and g) forging gbreaking partnerships in the community.

TECHNOLOGY & LOUPHENT FOR DAGNOSCISCE CONTROL OF SEATHERT RESERVENT Resources from the Innovation fand will be deducted to helping the hospital more thoughtfully but quickly to roview and parathese one outparent to benefit patients. Viou glid may support robotics or artificial multipleness software that can goale dealgo moses and naturants. In highly descare campives on using one technology to improve patient consists and modical enterones.

NEW MODELS OF CARE

ate and launch contricospital even Issues

Invalidation to your community!

INVEST IN THE FUTURE: Male your saw deductible constitution to this year. The next Campaign in support of the Immunion Fundby vicinity artificance are called gas are pre-

| Description | Control |

CIRCLE OF CARING

JOY DOBSON WAY, RH (RET.), MSN



REFRESHEDI

WHEN ASANTE
ASHLAND COMMUNITY
Hospital CEO Sheda Clough
was nushed to the Energency
Department in June 2017, she
tittilly was reductant to get
care at the Inopital she heads
because she ded inter want to
place pressure on the staff.
The registrative clerk was kiral
and firmally and neassared
Shelai that everything world it
remain confiderant june has
remain confiderant june has

The regorizance circumstance and friendly and resourced Shelia that everything would renate confiderable, just the it does for every patient.

In particular, and her carring and knowlevers with the tro weight the press and const, helping make her decision to have the c.

of having the surgery, helping make her decision to have the interedistic proceedings or greey, the membraishing this three-Pries is to be consequency surgery, the membraishing to literate her form about matchesia and the complexations who had for in in the past. He adjusted his approach, and she described the results can the best recovery fines unergo whice very had. She experienced a second count of impattent care apart of his follow-up to the trial inducedar and again found kind, compusationate care at every usery. Fines registration to discharge, the approach of the content of the content of the other countries.

ent like a VIP
TE COMMUNITY
Shels Cough
Grate communication reduced here fears. Her physicians we engoged the her care. They respected her choices and kept the STE
OMMUNITY
Shels Cough
After experiencing Assarts Addated sanating Inputient care Acceptance of the Emericans.

representing Australian Architecture, superiorizing Australian Handling and superiorizing Australian Architecture, superiorizing Australian Architecture attribute fusions sources are so shiply. And with strangent leverlality standards protecting her privacy, most of her gaves never knew she was a poulent. All other posteriors as CEO at Australian Architecture, Shella takes an

earn Ongou Unionweity Board, member of the Abhand Chamber of Centermer Beand of Directives and member of the Unitia Springs Bearty Clab. Life many people delicated to making Abhand a gent pack to the vent and pale, who decided to broad and preserve the contrastuling care the get at her humatour and preserve the contrastuling care the get at her humatour and preserve the contrastuling care the get at her humatour hospital with a Crief of Carting Els. And you don't have to be the CLO to be a healthcare leader who encourages excellence every day, Navy parises or leady sometime passes of the of getting And you parises of early number care per glot of getting to the contrast of the contrast of the contrast of the contrast to the contrast of the contrast of the contrast of the contrast to the contrast of th

Townshiristic Carde of Curing
passgram enables you to out
thankyou to a cargiver, train or
department with a gift that supports the whole hospital.

A CHI OF GRATHURE: has
convengible aspected description with
atten debuttle convolution that will
support the hospital work. Donate at
addjundation or of the passes, and
adjundation or of the passes, agos.





2018 SEMINARS

Tax Reform & You Making Sense of the Tax Cuts & Jobs Aet in 2018 ARE YOU WONDERING HOW the new tax laws will

ARE YOU WONDERING
HOW the new tax larse will
impact you? Join in for a
discussion of the primary
changes for individuals and
coughes, the plararing steps you
can take now and the centimed
importance of philanthropy,
TUESDAY, MAY 29, 2018

"UESDAY, MAY 39, 3018 3 00-130 pm Isante Ashland Community Hospital, Conference Ro

Asanin Ashimid Community Hospital Confessono Room
PRESENTER:
Tricks Hahn, Attorney at Law – Davis, Hoern, Anderson, &
Tarres PC
Carelyn M, Ryder, CPA, CGMA – Mer Medferd LLC
James Tony, Executive Director – Ashimid Community
Hospital Towardson

 Janet Iroy, Executive Director - Authan Community Huspital Foundation
 Couning for the Carnegivers: The Impostunce of Self-Carne

EVOL CARING FOR a parent, spessoe, partner, sibling, id, grandchild or multiple loved once? Join us for a pand tuston focused on YOU. Learn why it is important to fer yourself first so you can care for others, how to access success to make your job easier and strategies to manage in stress.

erstres. EPTEMBER 18, 1018 00-130 pm

PRESENTERS

- Sandy Divine, Senior & Disability Services – Regar Valley
Council of Governments

Council of Governments

Jerrye Wright, RN, Director of Nursing —Auaste Ashland

Robecca Bolling, NP —Auaste Physician Partners, Internal

Mollicine Clinic

Medicine Unic

RSVP TODAY FOR ONE or both of our root seminars. Lanc
will be served, and those will be time devoted to Q&A Scatting is
limited. Call Stephanic Bolland at 542-204, 4900 c could her at
stephanic roland@tunante.org for details or to reserve your spot



PO BOX 98 ASHLAND, OR 97520 541.201.4015 achfoundation.oró



22

CREDITS

GRAPHIC DESIGN, WRITING, & EDITING

Michaels & Michaels Creative, LLC

BRANDING & CONSULTATION

Capiche

