

DATE: January 21, 2026
PREPARED FOR: PSFDH Board of Directors
PREPARED BY: Margot Hallam, CEO

Happy New Year! As we begin 2026, we are proud to mark a significant milestone - the **5th anniversary of the PSFDH Foundation**. This occasion offers an opportunity to reflect on our growth, celebrate our collective accomplishments, and look ahead to the continued impact of our work in the communities we serve.

To celebrate the Foundation's 5th anniversary, we're launching a one-day online fundraising challenge called **The Power of Five**.

The idea is simple and designed to spread easily: donate \$5, then tag or tell five friends and challenge them to do the same. The goal is to show how small acts of generosity, when multiplied across our community, can create meaningful and transformational impact.

KCI Update

Phase One, The Internal Campaign Readiness Assessment, has been completed.

Phase Two—the External Campaign Capacity Assessment—is now underway. On January 9, 2026, representatives from KCI, the Foundation, and the Hospital met to establish timelines for the official launch of this next phase. The focus will be to gather insights on the proposed campaign by engaging current Foundation supporters, potential campaign prospects, service clubs, and local business leaders. Approximately 20 to 25 individuals will be invited to participate, with the Foundation staff coordinating and distributing all invitations to identified candidates. A joint Board presentation is tentatively planned for early March, with Michael Logue of KCI attending in person; Suggested dates at this time are Saturday, February 28th or Saturday, March 14. C. Rustan is managing the coordination in finalizing the date and location.

MRI Financial Update

At the January 21st Foundation Board meeting, the Board approved a decision to contribute \$2.0 million toward the MRI commitment by the end of the current fiscal year, March 31, 2026. This contribution will leave an outstanding balance of \$848,948, which the Foundation will continue to actively fundraise for, with the goal of securing the remaining amount by June 30, 2026 — the end of the first quarter. All Board members recognized the tremendous generosity and support of our community in helping the Foundation reach this important milestone.

S. Stewart has initiated the development of the recognition plan and materials for the MRI Campaign.

Overview

In lieu of a traditional installed donor recognition feature, the Foundation will develop a digital donor wall to acknowledge contributions to the MRI Campaign. This display will operate on the television located in the MRI suite waiting area.

Recognition Details

A USB-based slideshow will feature the names of all donors who contributed \$1,000 or more to the MRI Campaign. In addition to donor names, the presentation will include highlights from key campaign milestones and events, such as the ground-breaking ceremony, service club participation, and third-party fundraising initiatives.

Permanent Recognition

Donors contributing \$5,000 or more to the MRI Campaign will also be recognized on the hospital's Foundation's existing permanent donor walls. Donors contributing \$500,000 or more who wish to pursue naming recognition will be acknowledged through a separate Foundation and Hospital - approved recognition piece.

Implementation and Maintenance

The digital format will allow for convenient updates and edits over time. The Foundation aims to have the presentation finalized and displayed upon the official conclusion of the MRI Campaign.

2026 Signature Events

1. Ladies Night – April 10th, 2026
2. Black Tie Bingo – November 7th, 2026
3. Festival of the Trees - November 26,27,28

Respectfully submitted

M. Hallam