



NORTH SHORE  
HEALTH CARE  
FOUNDATION

# NAVIGATOR

North Shore Health Care Foundation News

DECEMBER 2021 | VOL. 4

## inside this issue:

PLANNED GIFTS LEAVE  
LASTING LEGACY - 1

FOUNDATIONAL CHANGE IS  
A MARATHON - 2

CHAMPIONS WANTED- 2

NSHCF IN ACTION, 2021  
HIGHLIGHTS- 3

PLANNED GIFTS LEAVE  
LEGACY OF HEALTH - 3

ANNUAL GIFT IN GRATITUDE  
TO RESPONDERS - 4

## OUR MISSION

*The Foundation proactively identifies opportunities to expand equitable health care and healthy living in Cook County, and champions solutions through funding, education, and advocacy.*

This newsletter is written and designed in-house to reduce costs and award more funds in the community. Thanks for reading!  
Valerie - Editor in Chief

## MAKE YOUR YEAR-END CONTRIBUTION HAVE A RIPPLE EFFECT

BY VALERIE MARASCO ELIASSEN, EXECUTIVE DIRECTOR

We are entering the final stretch of another challenging year, and many of us are feeling just that - stretched. Stretched emotionally, stretched mentally and perhaps stretched financially. It is also the time of year when we think about the people and causes that are important to us. If possible, we may choose to make a charitable contribution in the spirit of giving.

Nonprofits count on these donations to stretch their budgets and make it to the finish line. The North Shore Health Care Foundation (NSHCF) is no exception. Like many vital community organizations, the Foundation has been working diligently with limited resources, both human and financial, to live out our mission, build capacity so we can address gaps in health services, and support the many organizations that count on us during a time when health and health care is more important than ever. With so many deserving organizations all in need, how do you support them all?

An easy way to show up for a multitude of causes that contribute to the health of Cook County is to

make a year-end contribution to the Health Care Foundation. A donation to the NSHCF has an extraordinary ripple effect that stretches to every corner of this special place to benefit people of all ages.

Your gift, at any level, helps support everything from our health care response to COVID-19 to preventative health programs, healthcare education courses, food security initiatives, senior services and oral health care access. The NSHCF supports our healthcare providers, all emergency services branches, school programs, and many other initiatives which help us work toward a healthy community.

We are a grant-maker, educator, incubator, convener and advocate for health services in Cook County MN. We are now in our 28th year as a 501(c)(3) nonprofit dedicated to improving health in Cook County and we are striving to do more. Please donate today to help us be the light for health in Cook County. Go to:

**NorthShoreHealthCareFoundation.org**



# Happy Holidays!

From all of us at the North Shore Health Care Foundation.  
Wishing you a healthy, safe, blessed season. Thank you for  
your support of the NSHCF.





## EXECUTIVE DIRECTOR'S MESSAGE

# FOUNDATIONAL CHANGE IS A MARATHON



Just before the pandemic rocked our world, the North Shore Health Care Foundation set out to embark on an ambitious mission to implement our first-ever strategic plan. The plan considered extensive stakeholder input and identified strategies to help us get there. Our objectives are ultimately to:

- Do more and bigger-impact projects in Cook County,
- Take the Foundation to the next level and grow
- Raise awareness of who we are and what we do
- Invest in prevention initiatives to positively impact the fundamental determinants of health locally
- Find new solutions for the major issues that are barriers to equitable health care

Easy right?!

While the last nearly two years has been a rollercoaster for all, and at times has felt like the proverbial rug has been pulled out from under us, it has also been a blessing in many ways. The ever-changing environment around us has forced us to be even more nimble and be more innovative.

It has also forced us to manage our expectations. In the months prior to COVID's arrival, we had just brought on our first-ever full-time Executive Director, the NSHCF's only full-time employee - me. Our new team was raring to go, like race horses in our own derby.

Over the last months, we have been evaluating the success of the strategic plan and charting out where we go from here. We have learned that making lasting change is hard; it takes time and doesn't happen overnight.

While we want to see the flashy end results immediately, this is a marathon, not a sprint. Leading change is hard in ordinary times. It can be sticky, abrasive and downright frustrating. One can't go the distance without the tools and time investment required to sustain us. This transition has required extensive work to build a sustainable organization, developing fundamental management measures, policies, recruitment of people and resources, development of relationships and collaboration and nurturing new programs and ideas.

What has become clear is despite these uncertain times, we have accomplished an extraordinary amount of work that will set the stage for the long haul. We are just scratching the surface and building an organization that will continue to play an important role in our health as a community for years to come.

As I reflect on the last two+ years, I am so proud of all we have accomplished. We have maintained our core functions of support while embarking into uncharted waters. We have grown, and will continue to do so, thanks to the Board, our staff and our generous supporters.

It is also clear that we have a diverse, dedicated, mighty group of volunteer Board members committed to seeing it through to create a healthy community for all in Cook County. It is a privilege to do this work along side them and our community partners. I offer my sincere thanks to all who have played a role in our work and I look forward to another year of transitional growth and the great things we will do in 2022.

*~ Valerie Eliassen, Executive Director*

## CHAMPIONS WANTED, HELP SHAPE HEALTH

Want to actually be able to make innovative change and see its impact in the community? The Health Care Foundation is looking for community champions to serve on its Board of Directors. Help work toward our vision for a healthy community for all. The Foundation is an independent nonprofit 501(c)(3), that proactively identifies opportunities to expand equitable health care and healthy living in Cook County, and champions solutions through funding, education, and advocacy.

We support health care providers, emergency services, school programs, and other community initiatives which help us work toward a healthy community for all. We are a grant-maker, educator, incubator, convener and advocate for health in Cook County MN.

Success stories that began as incubation projects with the Foundation are Care Partners of Cook County, and the award-winning Oral Health Task Force (OHTF) which has helped thousands of children, pregnant women and young adults get



dental care regardless of ability to pay. The Foundation is also home to the CCMN Restorative Justice Program. These vital programs have assisted thousands locally, and we want to do more!

We are currently focusing on solutions in three key areas identified as critical issues in Cook County:

- Seniors' services and aging well
- Children's mental health and substance misuse
- Travel and lodging solutions for out-of-town medical care.

### WHAT DOES IT INVOLVE?

- Attend monthly board meetings to provide direction in the management and distribution of resources.

- Participate in engaging and successful fund raising events. We host two major fundraising events annually: The Taste of the Trail BBQ Picnic Adventure & Golf for the Good at Superior National Golf Course.
- Find solutions to community health needs through committee work. Committees of the Board may have additional monthly, quarterly or semi-annual meetings, or as needed.
- Board Members serve three-year terms.

If interested in applying, email:  
NSHCF@boreal.org or call  
218-387-9076



**Be part of a caring, unique team that makes positive change and creates solutions for a healthier Cook County**



# NSHCF IN ACTION - 2021 HIGHLIGHTS

- Awarded \$49,127 in grants
  - Care Partners of Cook County - Seniors services
  - Cook County Fire Chiefs' Association - Fire Training Facility
  - Cook County Search & Rescue - Advanced Search and Response Training
  - Cook County Higher Education - Healthcare education and healthy living courses
  - Public Health & Human Services - Collaborative Transportation Solutions for Elders
  - The Hub - Medical Equipment Loan Program
  - Lots Through Stories Program - early child education and healthy bonding program
  - Great Expectations School - Anti-Bias Education Training for all educators and paraprofessionals
  - Northern Lights Health Care PLLC/MN Children's Press - Wharton: Baby's Birth Journey Health Care Coloring & Activity Book.
  - North Shore Minnesota Home School Group: Group Outings Program
- Partnered with Public Health & Human Services on Travel & Lodging study to identify needs/barriers to out-of-town medical care, precursor to solutions
- Advocated for health care workers through Health Care Appreciation Campaign
- Partnered in the Cook County Aging Coalition and development of Aging Well Resources Cook County to be launched early 2022
- Administered COVID-19 Medical Response Fund
- Assisted with mass vaccination planning for all ages
- Launched the Listings that Give Back: Foundation Home Program with local real estate leaders
- Hosted 2nd Annual Golf for the Good NSHCF Weekend at Superior National Golf Course
- Hosted inaugural Taste of the Trail BBQ Picnic Adventure fundraiser, bringing on three new partners
- Developing the new Navigator Savings Pass, Cook County Coupon fundraiser for 2022
- Worked with SBDC and HR expert to develop professional performance evaluation process and policy
- Evaluated efficacy and implementation of strategic plan, started roadmap of actions for 2022 and beyond
- Developed the Cook County Youth Vaccination Raffle and awarded \$500 in cash prizes to fully-vaccinated youth
- Helped Hovland Volunteer Fire Department buy a modern fire pumper by leveraging grant money
- Continued incubation of Cook County Restorative Justice program, including new volunteer training in Grand Portage, recruitment of Grand Portage leadership team, public outreach events, exploring program expansions, making Restorative Practitioners available at Cook County High School, enhanced referral partnerships
- Received grant from National Association of Restorative Justice and became NARJ members
- Completed financial audit and improved financial management position
- Designed and published four editions of new Navigator Newsletter, increased distribution and made available in health facilities
- Partnered on Oral Health Task Force and administered remaining 2020 MDH grant
- Participated on local Health Care Planning Committee, and more.

***This important work has been possible thanks to our generous donors and grant funds from the Lloyd K Johnson Foundation, the National Association of Restorative Justice and MN Department of Health (Oral Health Grant).***

## PLANNED GIFTS LEAVE LEGACY OF HEALTH

BY MARIAH BROOK, GIFT PLANNER/ENDOWMENT REPRESENTATIVE, ST PAUL & MN FOUNDATION

The vision of North Shore Health Care Foundation is a healthy community for all in Cook County. This work is happening today, and thanks to many of you, it will happen tomorrow and hopefully for many years to come. You might wonder, "What role can I play in ensuring that healthcare thrives in Cook County - now and in the future?"

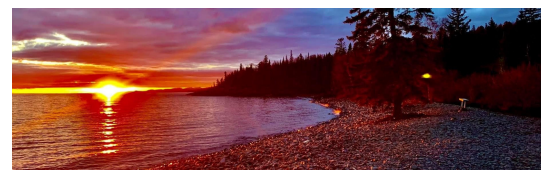
A planned gift, also known as a legacy gift, to Health Care Foundation is a thoughtful way to ensure that the organization's important work continues well into the future, while establishing the legacy of your generosity and influence.

A planned gift is simply a gift given beyond a donor's lifetime. One of the most popular legacy gifts is designating North Shore Health Care Foundation as a beneficiary of your estate plan through your will or revocable trust. You can designate a specific dollar amount or percentage of your estate to be transferred after death.

There are other types of planned gifts, too, such as beneficiary designations on retirement accounts or life insurance policies, and gifts that pay donors income like charitable gift annuities. The NSCHF is a co-beneficiary of the Walter & Phyllis Anderson Trust is an example of this, which us helps award grants each year when NSHCF receives it's annual distribution.

You can leave a lasting imprint on the future of numerous health, education, healthy living and emergency services programs. Consider a planned gift to the North Shore Health Care Foundation to ensure these critical programs and your legacy in Cook County continues.

A planned gift can look like many different things and does not always require a huge financial contribution. The Foundation has demonstrated its fiscal responsibility by establishing and growing endowment funds with the Saint Paul & Minnesota

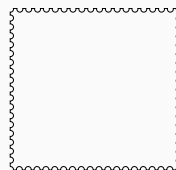


Foundation that will last into perpetuity. Thus, a planned gift of any size will be invested and have a greater impact than the initial gift itself.

For example, **an initial gift of \$20,000 in 2003, established the Justine Kerfoot Memorial Fund** with the MN Foundation. **The fund is now valued at \$220,083** (Oct 31, 2021). This accessible fund helps the NSHCF operate and issue grants when needed.

This holiday season, I invite you to consider your legacy. What impact do you want to leave on your family? On your community? On Cook County?

If you'd like to learn more about leaving a legacy with Health Care Foundation, or notify the organization about your existing legacy plans, contact the Foundation at 218-387-9076 or NSHCF@boreal.org.



## Annual Gift In Gratitude to Responders

In February 2017, we were hit head-on by another car while driving back to our cabin. It was a horrific accident with six people injured in two cars. Thankfully, everyone survived.

That night, we received care from Lutsen Volunteer Fire Department First responders, the Cook County Sheriff's Office, ambulance drivers and EMTs, along with North Shore Health Hospital staff before being transported to Duluth. It was truly the scariest night of our lives, but these volunteers and professionals provided exceptional, compassionate care.

As second-homeowners, we hadn't thought much about health care on the North Shore. We now know how fortunate we are to have all of these emergency health services here when we need them. We wanted to show our appreciation, and learned about the North Shore Health Care Foundation. Through a donation to the Foundation, we were able to give back to these amazing teams, and help support health care throughout the North Shore. For us, it has become a tradition to make a donation at the end of the year in their honor.



~ Shadee & Todd Carlson



## BECOME A FRIEND - INVEST IN HEALTH

Donations and 'Friends of the Foundation' membership purchases help with critical operating funds and help the Foundation develop solutions to address key community health issues identified as priorities, including:

- Senior services and aging well in Cook County
- Children's mental health and substance misuse
- Travel and lodging resources for out-of-town medical care and treatment

**Give the gift of a Foundation Friendship** to your loved ones or renew your annual friendship for 2021 - an investment in a healthy community for all in Cook County. If gifting a Friendship, please indicate your preference and complete the form below. Suggested levels include:

- ☐ \$1,000 - North Star  
☐ \$500 - Guiding Light  
☐ \$250 - Navigator  
☐ \$100 - Wayfinder  
☐ \$50 - Beacon  
☐ Other donation amount: \_\_\_\_\_  
☐ Legacy endowment donation: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Amount: \_\_\_\_\_ Check Enclosed: ☐

### ***If purchasing as a gift:***

Recipient's Name: \_\_\_\_\_

Recipient's Email: \_\_\_\_\_

Recipient's Phone: \_\_\_\_\_

Memorial/Honorarium dedication: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

We hope we can count on your support to help us be the light for health in Cook County. Donations are tax-deductible and can easily be made online through credit card or PayPal, or by cash or check, mailed to:

**North Shore Health Care Foundation**  
**P.O. Box 454**  
**Grand Marais, MN 55604**

Donations can be made online at  
[www.NorthShoreHealthCareFoundation.org](http://www.NorthShoreHealthCareFoundation.org)