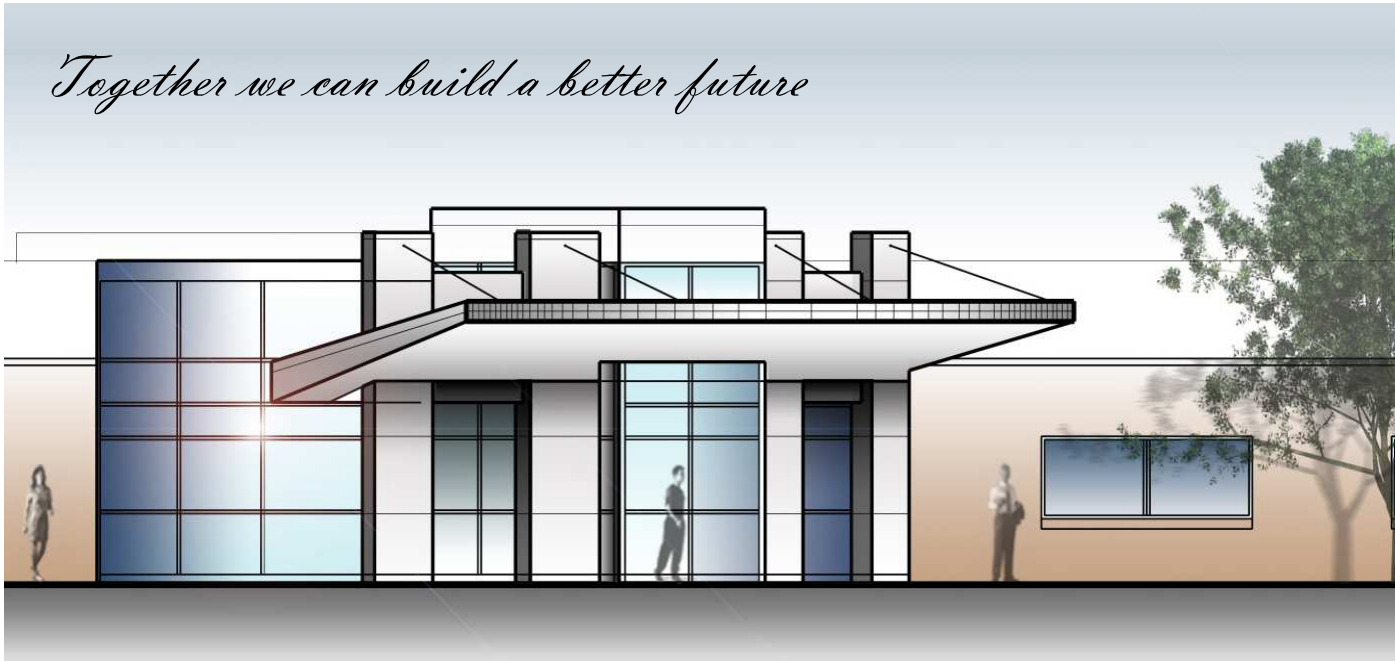


Improving a Tradition of Caring

...yesterday

...today

...tomorrow



Annie Jeffrey Memorial County Health Center



...we are there when you need us - twenty-four hours a day. Emergencies are never planned and accidents do happen. Our promise is to provide compassionate care to you during your time of need. Daily, our dedicated staff extends their heart and hands to provide the best in care. Our patients are our friends, neighbors, and anyone in need. When time is the enemy - we will be there for you.

There is nothing commonplace about the staff at Annie Jeffrey Health Center. Within our walls, amazing people deliver extraordinary care everyday. With dedication and commitment, they touch the lives of our patients forever.

Logically it would seem the more we give to others, the less we would have to give, but just the opposite is true! Caring for others brings meaning and fulfillment to our lives in a way that wealth, power, and possessions could never match.

For if you give, you will get! Your gift will return to you in full and overflowing measure, pressed down, shaken together to make room for more, and running over. Whatever measure you use to give -- large or small -- will be used to measure what is given back to you." (TLB, Luke 6:38)

Annie Jeffrey Health Center has provided Polk County and the surrounding communities with quality local healthcare for over fifty years. The advances in medicine, number of patients, and the services provided continue to increase. The result is the need to expand not only our facility but the way we provide services. To provide the best care, we must continue to grow and improve.

As we venture into the future, we invite you to share in this mission. Join us as we make changes and improvements that will impact the health and welfare of our local communities now and far into the future. This opportunity will allow you to make an impact. **By building a better hospital - we build better communities.** Together we can make a difference... Together we can save lives...

"One of the beautiful compensations of this life is that no one can sincerely try to help another without helping himself."

- Charles Dudley Warner



Our Mission

To provide personal, high quality health care services to the people of Polk County and the surrounding area.

Our Past

In 1956, Polk County received a very generous gift from Dr. Charles W. Jeffrey. As a tribute to his beloved mother, Annie Jeffrey, he had a new hospital built in Osceola as a memorial to her.

For 50 years, the staff of Annie Jeffrey Memorial County Health Center has carried on Dr. Jeffrey's tradition of caring. With compassion, they provide for the healthcare needs of Polk County and the surrounding communities.

...now the time has come for us to say thank you to Dr. Jeffrey

Annie Jeffrey Memorial County Health Center was entrusted to the residents of Polk County. As good stewards, we must continue making the improvements to safeguard local health care. The current building project is needed to keep us competitive in the ever changing world of health care.

Together the local communities can ensure quality healthcare. We can provide our friends and neighbors with the best in care for the next 50 years and beyond. Please join us in this effort to continue the tradition started by Dr. Jeffrey.

Through us ...his legacy lives on.

Our Future

Virtually every family in Polk County is affected by the quality of care and extent of services available through our hospital. On average, one in four individuals will require medical services during the next year. With our aging population, this ratio will likely increase. The quality of local healthcare will affect everyone in your family eventually. Whether it's a minor injury or a life threatening trauma, don't you want your loved ones to have access to the best possible medical care available!

In this booklet, you will find information about the building project for Annie Jeffrey Health Center. This building project has an estimated cost of \$5.2 million. Our goal is to raise \$500,000 in gifts to allow us to not only complete Phase I of the project but to continue on to Phase II.

...but to do this - we need your help.



Who We Are...

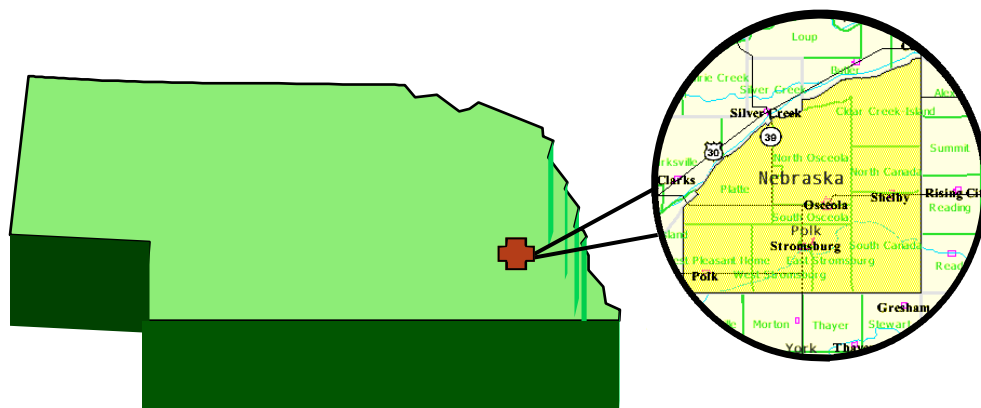
Annie Jeffrey Health Center is a non-profit county healthcare facility which provides quality care and services to the residents of Polk County and surrounding communities. Established in 1956 as a small rural hospital with 19 beds, it now consists of a hospital and clinic in Osceola and provides service for the clinic in Stromsburg. The current medical staff consists of two doctors and two physician assistants. Over the years, the increase in patient needs and advances in technology, have changed the way medical care is provided. This is why it is necessary to not only add more space to better serve our patients, but at the same time, make the changes necessary to remain competitive with other healthcare providers. This commitment will insure a high standard of care for our current and future patients.

Annie Jeffrey Health Center proudly serves as the major healthcare provider in Polk County. Our umbrella of services and programs extends beyond the traditional concept of hospitalization for the sick. In addition to caring for our patients, the community has begun to look to us for educational programs and health screenings. Early detection and preventive medicine can help our patients remain healthy longer. The new Wellness Center will provide our patients with additional space and equipment to help maintain their health.

Annie Jeffrey Health Center also sponsors events such as: Health Fairs, Health and Wellness Clinics, Fun Runs, Support groups, educational seminars and many other events or classes upon request.

Who We Serve...

In 1998, Annie Jeffrey Health Center became a “Critical Access” facility. Currently our patients come to us from a 30 mile radius. Many from outside county lines. Over 67% of our revenue comes from the federal government in the form of Medicare and Medicaid. By providing medical care to such a wide base of patients, we have increased our workload and the necessary paperwork associated with providing this care.





How We have Grown

Since Annie Jeffrey Health Center was designated as a critical access hospital in 1998, we have steadily increased our volume of services. The following are areas where Annie Jeffrey Health Center has increased services and thereby increased revenue:

- 267 additional Physical Therapy procedures per year
- 400% increase in Lab procedures per year
- 138% increase in clinic visits per year
- 66% more mobile diagnostic tests per year
- 52% more Mammograms per year
- 64% more ER/Emergency visits per year
- 272 more CT Scans per year
- 36% more specialty clinic visits per year

Economic Impact on Polk County

Annie Jeffrey Health Center's hospital and medicine clinic are very important assets to the county. It is a vital factor in retaining existing businesses and attracting new ones. When deciding on whether or not to relocate, medical facilities and their services play a big part in the decision making process. It is imperative for the economic welfare of the county that the local citizens in our region actively participate and support this community project. If quality healthcare was not available locally for our patients, many would have to seek care outside Polk County. With the rising cost of fuel, this may create a financial hardship for many local residents.

The economic impact of healthcare in the county is tremendous. Quality healthcare not only saves lives, but it enriches the quality of life. The money spent by our employees and the hospital has a significant impact on the overall economic picture of Polk County.

Economic Impact Statistics:

- 50+ full and/or part time jobs are attributed to Annie Jeffrey Health Center
- \$2.2 million in wages and benefits are paid annually by AJMCHC
- Healthcare ranks 8th in the state for jobs created and income earned

Challenges

Annie Jeffrey Health Center has steadily experienced growth in its patient load and the services it offers patients. Although these increases indicate positive growth, it has also led to overcrowding in many departments. This is further compounded by the inadequate air conditioning and heating system that were not designed to meet the energy demands associated with the newer computer based equipment.

In response to these new challenges, the staff and Board of Trustees for Annie Jeffrey Health Center have been working together to develop a comprehensive plan designed to meet the hospital and clinic's current and future needs.

Competition is keen between hospitals and communities for attracting patients, physicians and other health care personnel. Prospective physicians train in medical schools with the latest facilities and modern equipment. They then prefer to practice in locations that offer the same advantages. By setting the standard for rural hospitals, Annie Jeffrey Health Center will be able to attract the best providers and specialist, while offering state of the art services.

Excellence in rural healthcare requires the commitment of individuals, businesses and organizations, who are willing to invest in people, facilities and programs that distinguish it from others. Support of the local communities will help strengthen and advance innovative patient care, attract experienced professionals, acquire state-of-the-art technology and expand community outreach projects.

"I am proud to serve the residents of Polk County, who have over the years supported Annie Jeffrey Memorial County Health Center. The people who use our facility are responsible for our current success. Without them this building project would not be possible. Through their continued support, we will safeguard local healthcare in Polk County for future generations."

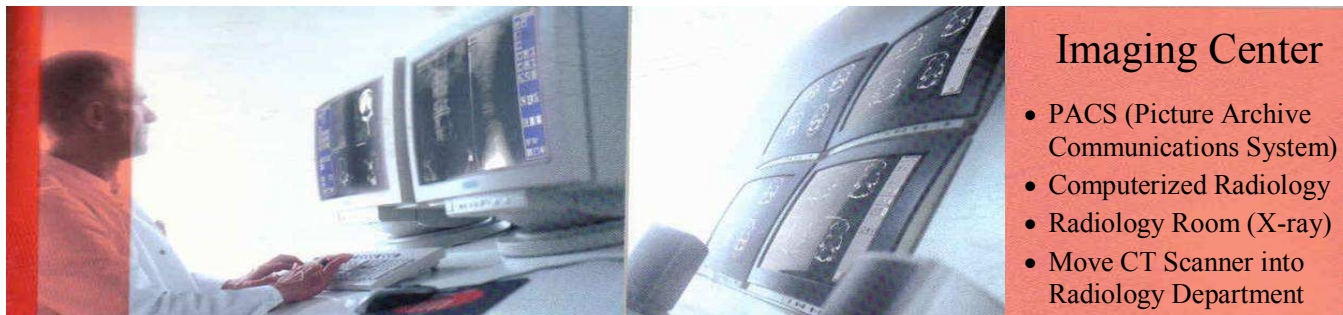
John Girard
AJMCHC Board

Project Overview

An additional 17,000 square feet of space is being added onto the current facility. This new space has been designed to alleviate the overcrowding while expanding and improving the services provided. The addition will house a new laboratory, radiology dept., in-house CT scanner, emergency room, out-patient surgery, specialty clinic, wellness center, physical therapy, and private patients rooms. Phase II of this project will be to remodel the existing facility. This will allow us to modernize the overall facility while increasing its efficiency. The renovation plan also includes the addition of a conference room, meditation room, gift shop, new family medicine clinic and more administrative space.

Imaging Center

To better serve our patients, Annie Jeffrey Health Center is creating a new imaging center within the hospital. This new Radiology Department will co-locate the x-ray room, ultrasound room, mammogram room, MRI truck, and in-house CT scanner within the same area. The result will be the improved work flow within the department. Technicians that have previously been spread out doing procedures in the different areas of the hospital, will now be working together within the same space. This plan will also upgrade the equipment being used by the radiology department. Our patients will benefit from the latest technology, quality of exams, speed of the procedures, and shortened waiting times. Our patients will also get their results more timely because the radiologist will have the ability to view x-rays online.



Imaging Center

- PACS (Picture Archive Communications System)
- Computerized Radiology
- Radiology Room (X-ray)
- Move CT Scanner into Radiology Department

Computerized radiology is also being added during Phase I. This will allow our hospital to have a filmless radiology department. Images will be taken on a plate, rather than on film. The plate is then put into a reader rather than a processor. The image can then be saved into a computer system call a PACS (Picture Archive Communications System).

This system will then allow physicians, specialist, and radiologist to access images via a secure line. They can then read a patient's images on their computer screen. This system will even allow them to access previous x-rays the patient has had. This new technology will even allow the technicians the ability to manipulate an image to help make it clearer. Thereby prevent patients from being exposed to unnecessary radiation to obtain a more detailed image.

Filmless radiology, will allow Annie Jeffrey Health Center to have the ability to read, view, and store images on a computer system. By eliminating the use of x-ray films, we will greatly reduce the amount of space needed to store the films and the high cost associated with developing the films.

Patients will no longer have to carry bulky films with them to their appointments. Instead they will be able to take their images on a small disk or have them electronically forwarded to their appointment.

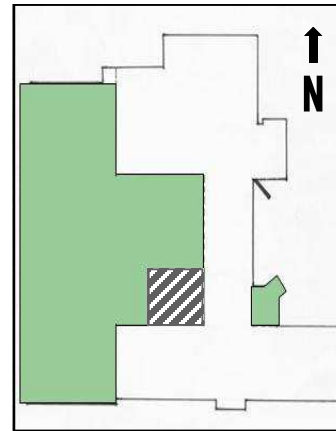
CT Scanner

In March of 2005, Annie Jeffrey Health Center added a CT Scanner to its services. The lack of space available within the facility, resulted in the new procedures being performed in a small room outside the hospital. Although an overhead canopy does help during adverse weather, patients are still transported outside regardless of the conditions to have their scan. In Phase I of the project, Annie Jeffrey Health Center will have the space available to move the CT Scanner into the new Imaging Center. At the same time, the scanner will be upgraded from the current 1 slice CT Scanner to a newer 6 slice Ct Scanner. This upgraded scanner will improve the overall diagnostic capability of this procedure.

Building Project Phases



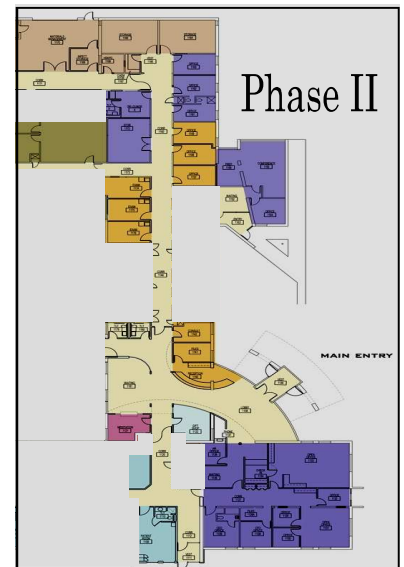
The New Addition is shown in Green attached to the current facility



▨ Courtyard

Phase I - A 17,000 square foot addition on the west side of the hospital. This phase will include a new Laboratory, Radiology Dept., In-house CT Scanner (6 Slice), Emergency Room, Surgery Center, Endoscope Room, Physical Therapy and Wellness Center.

Phase II - Remodeling of vacated space to include a new lobby, family medicine clinic, private patient rooms, administrative space and the addition of a meditation room, vending room, and conference room.



Total Project Cost

* \$ 5,200,000 Construction Cost for Phase I and Phase II

Current Funding Resources

* \$ 700,000 Cash reserves
 * \$ 4,000,000 Bond Revenue
\$ 4,700,000 Total

Campaign Fundraising Goal

* \$ 500,000 Community support from individuals, organizations and businesses

Note Funding for Phase II renovations depend on the success of this campaign. Funds raised over the \$500,000 goal will be used to fund future projects.

Gifts to the Capital Campaign

Through this capital campaign, friends and supporters of Annie Jeffrey Health Center can help insure the future of quality health care for the residents of Polk County. A fundraising campaign has an important role in responding to this urgent need. The federal and state government recognizes the importance of private contributions and encourages these gifts by offering tax benefits to donors. The following information reviews several options for giving a gift to the campaign.

Charitable gifts allow donors to reduce their taxes and through certain planned options, increase their income. The campaign committee would be pleased to discuss further the various options with prospective donors. All discussions are held in confidence and are without obligation. Supports are encouraged to consult their personal financial advisors prior to making major gifts.

Outright gifts

- Cash gifts
- Gifts of appreciated securities (i.e. Stocks, Bonds)
- Gifts of real estate (i.e. land, buildings, home equity)
- Gifts of tangible personal property (i.e. jewelry, antiques)
- Gifts of commodities (i.e. grain, livestock)

Planned Gifts

- Charitable Gift Annuity
- Annuity Trust, Unitrust and Lead Trust (these can provide income or return funds to the donor or designee)
- Bequests, gifts designated in an estate plan.

Life Insurance

- Donate paid-up policies
- Purchase charitable policy

Life Estate

- Gift of home or farm with retained use for life

Conclusion

Your charitable giving should accommodate your personal interests and goals and your individual financial needs and abilities. Your gift can benefit not only your local health facility and community, but it can also provide a valuable tax savings to you. For more information or to set up an appointment, please contact our campaign chairman, John Girard at 402-747-8771.

Commemorative Gift Opportunities

Your gifts to the *Annie Jeffrey Health Center* capital campaign can have a direct and lasting impact on the quality of life the residents of Polk County will have in the future. Through your gift you can become a partner with Annie Jeffrey Health Center in providing the best in local healthcare.

Your gift can also be a meaningful way to leave a legacy. It can establish a tribute or memorial for a loved one, family member or perpetuate a tradition of philanthropy. Your gift will play an important role in the success of this campaign. Your gift will be recognized appropriately to reflect your intent and wishes. Present and future gifts will be accumulative to allow you to aspire to a higher level on the donor wall. Donors who reach or exceed the *Legacy Level* (\$100,000 & above) in accumulative gifts will be recognized on the Annie Jeffrey Health Center's Legacy Wall. However, anonymity will always be honored if requested.

Commemorative gift opportunities are available in sums ranging from \$10,000 to \$100,000. Gifts may be pledged over a three to five year period. All gifts are tax deductible to the full extent allowable by law.

The following is a list, though not all inclusive, representing a variety of ways you can match your interests with the needs of this project and Annie Jeffrey Health Center. Naming opportunities are available on a first-come basis. The list below covers just a few of the initial opportunities. More opportunities can be made available upon request. For further information or a more complete list, contact the hospital administrator at 531 Beebe St, Osceola, NE 68651, (402) 747-2031.

Commemorative & Naming Opportunities

Rooms or Facility

Imaging Center (X-ray Dept)	\$ 100,000
Wellness Center	\$ 100,000
Main Lobby	\$ 100,000
Emergency Room	\$ 50,000
Operating Room	\$ 50,000
Conference Room	\$ 50,000
Meditation Room	\$ 50,000
Physical Therapy	\$ 50,000
Doctor's Lounge	\$ 25,000
Vending/Gift Shop	\$ 25,000
Patient Rooms	\$ 15,000 (renovated rooms \$10,000)
Nurses Station	\$ 15,000
Pharmacy	\$ 10,000
Nursery	\$ 10,000

Donor Levels

Friend Level	\$1.00 - 999.99
Investor Level	\$ 1,000
Builder Level	\$ 5,000
Partner Level	\$ 10,000
Benefactor Level	\$ 25,000
Founder Level	\$ 50,000
Legacy Level	\$ 100,000 & above

Note: *A donor wall is being designed for the new lobby. All gifts of \$1,000 or above will be recognized on the display. Donations will be accumulative and your future contributions will allow you to be added or move up in donor levels. However, anonymity will always be honored if requested.*



Annie Jeffrey Memorial County Health Center

P.O. Box 428
531 Beebe Street
Osceola, NE 68651
(402) 747-2031

In consideration of my/our interest in, and commitment to, the future of Annie Jeffrey Memorial County Health Center, I/we hereby indicate my/our intention to contribute the sum of

\$ _____ dollars to Annie Jeffrey Memorial County Health Center's campaign *Improving on a Tradition of Caring* fundraising project to be used for the 2006 Building Project for the hospital.

I/we plan to make _____ payments of \$ _____ over the course of _____ years, beginning on _____.

I/we would like to receive reminders about this gift as indicated below:

_____ Annually _____ Semi-annually _____ Quarterly _____ Monthly

I/we understand that this *Letter of Intent* is not legally binding but we will do all within our power to honor this commitment.

Printed Name(s) of Donor(s)

Donor

Signature of Donor

Signature of Donor

Date

Phone: _____

Address: _____

City: _____ St: _____ Zip: _____

Donor Recognition: Yes or No (Please Circle One)

A donor wall will be located in the new lobby. All gifts of \$1,000 or above will be recognized on the display. All donations will be accumulative and future gifts will allow you to move up in levels. However, anonymity will always be honored if requested.

Because Annie Jeffrey Memorial County Health Center is a non-profit county entity, all gifts are tax deductible to the full extent allowed by law.