


Report on Giving

Fiscal Year 2024





 **Mass General Brigham**
Cooley Dickinson Hospital



To Our Generous Donors

REPORT ON GIVING | FISCAL YEAR 2024

January 2025

As Cooley Dickinson's newest board chair, it is my honor and pleasure to thank you for your support of this hospital we all depend on for outstanding medical care.

My wife and I have longstanding connections to this organization. Joanne was a surgical nurse here for 20 years, and I have served Cooley Dickinson in various capacities for decades. We, like you, share a commitment to ensuring the health and vitality of our community's hospital.

Anyone driving by will see unmistakable evidence that we're a happening place! In the following pages, you will learn about the tremendous progress we've made, thanks to your support of the *Transforming Emergency Care: Campaign for the Cooley Dickinson Hospital Emergency Department*. You'll learn about a wide range of reasons community members support Cooley Dickinson. You'll also learn about some inspiring ways our staff are making a positive difference.

Cooley Dickinson's ability to continually evolve and improve its facilities and services depends on you. We will continue to work hard throughout 2025 to merit your investment and faith in us.

In gratitude,



Paul Kelliher

Chair, Board of Trustees



Emergency Department Project Update

Transforming the Foundation of Our Future

Every moment matters for the approximately 40,000 patients who will visit our Emergency Department this year. Exciting renovations are well underway, and the future of patient care is rapidly taking shape. At the same time, the multi-phase renovation and expansion are phased carefully to ensure that Emergency Department operations remain uninterrupted 24/7, 365 days a year. We are open for you now, with new improvements just months away.

This last spring, our emergency responders benefited from newly constructed ambulance bays, strategically located closer to the Locust Street entrance. These modernized bays are designed to accommodate the larger, more advanced ambulances of today. The improved access ensures faster response times and enhanced efficiency for emergency services.

Inside the hospital, demolition paved the way for critical renovations. The reconstruction created a new swing space and the start of the open floor plan. This enhanced layout will optimize the proximity of healthcare staff to patients.

DESIGNED WITH LIVES IN MIND

The original location, shown to the right, required emergency vehicles to drive further into the hospital campus. The new ambulance bay next to the Locust St. entrance will allow for faster entry when seconds count.





In Phase Two, construction for the new expansion began that will modernize the face of Cooley Dickinson Hospital. The \$26 million transformation will expand our footprint by 50,000 square feet—a 40% increase—and will save lives. Patient care will be prioritized in the renovated space, featuring 32 private exam rooms, well-designed waiting areas, and nearby imaging centers.

Many of you joined us for the Topping-Off ceremony, a significant milestone in our project. Community members, dignitaries, and medical staff had the opportunity to sign the beams, making their mark as a

permanent part of this collaborative effort. While we celebrate these advancements, much work remains. Our focus is now on completing the internal space to enhance patient care, with key features that will include support for the CT scanner, an expanded behavioral health pod, and a streamlined workspace for our teams.

With the incredible support of our community, we are building a future that will benefit patients for decades to come. Thank you for your dedication as we look forward to continued progress!

In 2024, an overwhelming outpouring of generosity brought in \$2,680,024 for the Challenge, securing an additional \$1,000,000 and making a lasting impact on our community.

An Additional \$1,000,000 Gift Thanks to the Harold Grinspoon Charitable Foundation Challenge and You!

Fueled by a deep commitment to drive philanthropic investment, the Harold Grinspoon Charitable Foundation challenged you, our community, to help leverage \$1,000,000 to expand and upgrade our Emergency Department. Every donation given to *Transforming Emergency Care: Campaign for the Cooley Dickinson Hospital Emergency Department*, between September 2023 and August 2024 was matched 50%,

up to \$1 million. We are thrilled to announce that, collectively, \$2,680,024 was raised by the deadline, securing this impactful challenge gift. Thank you to the Harold Grinspoon Charitable Foundation and to everyone who helped ensure that our outstanding Emergency Department staff have the facilities required to optimally meet our community's current and future emergency medicine needs.



PICTURED ABOVE
Harold Grinspoon and Tom O'Brien,
Honorary Campaign Chair



The Northampton Lathrop Residents' Community: Enthusiastically Supporting the Emergency Department Campaign

Last January, the Northampton Lathrop Community Residents' Association invited staff from Cooley Dickinson to share information about the expansion and renovation of the hospital's Emergency Department.

"Lathrop's a retirement community, so we're all old folks," the Association's former president, Chris Hjelt, says matter-of-factly with a smile. "We end up in that Emergency Department fairly frequently. If not us, then a neighbor."

Cooley Dickinson's presentation got people really excited about the Emergency Department campaign. "Many of us know firsthand that the Emergency Department needs to expand," Chris remarks. "We've had friends who've had long waits in the waiting room. Others have been in beds along the hallway."

Spontaneous talk within the community led members to join together to support the Emergency Department campaign, leading to generous contributions from many residents, including the Northampton Lathrop Community Residents' Association.

"Cooley is just minutes from Lathrop," notes Chris. "Given our residents' healthcare needs, we're glad to support the Emergency Department. We're grateful that it's right here. And the fact that Cooley Dickinson is part of Mass General Brigham is a real plus."

Thank you, Lathrop residents! Your support of this important community resource benefits us all.



FROM LEFT

Meghan Morin, Vice President Marketing; Thomas Meshako, President & CEO; Tara T. Brewster, Vice President Business Development & Director of Philanthropy

Greenfield Savings Bank Keeping our Communities Strong

Greenfield Savings Bank (GSB) has been a longtime supporter of Cooley Dickinson Hospital, contributing to several initiatives, including the Golf FORE Health Tournament and Cooley Dickinson's COVID-19 response.

Recently, GSB made a substantial gift to our Emergency Department campaign. Notes Thomas Meshako, GSB's President and CEO, "Like community banks, community hospitals play a critically important role in meeting people's needs. The hospital and its Emergency Department are part of the backbone of our communities."

Meshako appreciates the thought and care that has gone into our Emergency Department initiative. "They're not just expanding; they're making it better." He's particularly impressed by the new Emergency Department layout that locates the clinical staff in a central position surrounded by patient rooms. "It's clear that the safety of patients and their caregivers was paramount in this design."

GSB recently installed an ATM just inside the Main Entrance of the hospital. "We've seen how people like to gather in the Coffee Shop or find something for a loved one in the Gift Shop," explains Meshako. "We want people to have access to funds that support both these important hospital venues."

Derek and Kelly Lovley

Finding Multiple Ways to Support the Community they Love

Derek and Kelly Lovley, microbiologists at UMass Amherst, have expressed their gratitude to Cooley Dickinson in numerous ways.

They made a grateful patient gift to the Mass General Cancer Center at Cooley Dickinson Hospital to honor the care Derek received both in Northampton and Boston. Their estate planning includes Cooley Dickinson.

Recently, the Lovleys were considering another gift to Cooley Dickinson when they learned about the campaign to expand and renovate the Emergency Department. Says Derek, "Our family has had a number of opportunities to utilize the Emergency Department. Though the medical services have been excellent, the facilities left something to be desired."

Kelly describes, "The one time I needed Cooley Dickinson's medical services was in the middle of the night in the Emergency Department. I was used to the state-of-the-art Cancer Center facilities, where Derek was treated. The disparity in the quality of the facilities was huge." Derek adds, "It just made sense to help ensure that the Emergency Department should come up to par with Cooley Dickinson's other outstanding facilities." The Lovleys made their gift via a Qualified Charitable Distribution (QCD), a tax-saving way that allows individuals aged 70 ½ or older to donate directly from their IRA.

"Kelly and I love this area. So, we want our healthcare facilities to be the best they can be," Derek shares. "If you have the ability to give and help the community, you should," says Kelly.



John Noviello

Gratitude for Cooley Dickinson Colleagues He Trusts and Loves

Recently, John Noviello, a certified registered nurse anesthetist at Cooley Dickinson, had a medical scare that sent him into the Emergency Department.

“As a provider, I’ve always been amazed by my Emergency Department colleagues,” says John. “As a patient, not only did I receive amazing care from Dr. Adrian Daul and the Emergency Department team, I was given grace. Fear about my condition brought out my controlling side,” John remarks with humility. “Adrian and the entire Emergency Department team addressed my questions and concerns, and there were a lot of them, with patience and compassion.”

When Cooley Dickinson employees were asked to support the Emergency Department campaign, John gladly gave. His Emergency Department experience further inspired him to make an additional gift in honor of Dr. Daul and the Emergency Department staff.

When asked about employee giving, John notes, “People often think, why should I give money to the hospital I work for? Frankly, I was one of those people. Now I’d say, don’t wait for a medical emergency to remind you how lucky we are to work here. If you’ve been at Cooley Dickinson long enough, you’re family. We are family in the way that people love and care for each other, and giving to family supports and strengthens us all.”

◀ John Noviello and Dr. Adrian Daul



The Keiter Corporation

Championing our Emergency Department Campaign

The Keiter Corporation has supported Cooley Dickinson for many years. Recently, it made a Champion Level gift to The 35th Anniversary Golf FORE Health Tournament, which this past year raised \$168,000 to support the Emergency Department Campaign.

Scott and Jill Keiter, who run the family-owned business, are clear about why they give. “We live in town. Cooley is our hospital,” notes Jill, who has served on the Golf FORE Health Committee since 2019. “Unfortunately, our family has used the Emergency Department a number of times,” Scott points out wryly. “Fortunately, our experience has been very positive.” “And,” adds Jill, “we’re aware that the Emergency Department has been in need of expansion and upgrades.”

Important human relationships also drive the Keiters’ charitable giving. “Jill and I know dozens of people who work at Cooley, so supporting their work feels really good,” says Scott.

Another important connection inspires the Keiters’ support of the golf tournament. “Jim Moran, of M.J. Moran, Inc., is a close friend and a mentor,” says Scott. “Jim was instrumental in creating the tournament. By supporting it, we’re supporting Jim and a community resource that matters to him and to all of us.”

Thank you Jill and Scott for everything you and your business does for Cooley Dickinson.



“Jill and I know dozens of people who work at Cooley, so supporting their work feels really good.”

- Scott Keiter



Nancy Harvin Inspired to Significantly Step Up Her Giving

Nancy Harvin, a retired development professional, knew without a doubt that she would make a grateful patient gift to the Mass General Cancer Center at Cooley Dickinson Hospital.

Treated in Northampton and Boston, Nancy describes the care she received at both locations as “extraordinary.” “Mine was a complex case,” she shares, “so the fact that Cooley is part of Mass General was critically important to me.”

When speaking about the coordination of care between her Cooley Dickinson and Mass General oncologists, Nancy’s voice carries a note of awe: “The collaboration between the two doctors was clear. I could see it in my notes. They talked on the phone about me. My doctors communicated about me.” Nancy’s appreciation extends to the Cancer Center’s entire oncology team, whom she describes as “amazing.”

While her experience at Cooley Dickinson has been predominantly positive, Nancy also became aware of the stress that hospitals across the nation, and indeed, across the world, are experiencing: “Understaffing is everywhere, including at Cooley,” she emphasizes. “And it is affecting good people, hospital staff, and patients.”

This sobering realization compelled Nancy to step up her support significantly. “I realized I need to be part of the solution. And if we as community members want to have top-notch healthcare, we must step up and support our local hospital.”

Thank you, Nancy, for your generous support and for truly understanding what Cooley Dickinson needs to serve our community at the level we want and expect.

Miranda Lebel

Empowered by Scholarship to Educate Cooley Nurses

Miranda Lebel has been with Cooley Dickinson for 18 years and is deeply committed to empowering nurses. She believes that investing in training for nurses is one of the most effective ways to improve patient care. After being diagnosed with cancer and experiencing care as a patient herself, her commitment to this mission has only grown stronger. “I’ve seen firsthand how important it is to have knowledgeable, empathetic caregivers,” she says.

For the past two years, Miranda has been honored to receive the Heidi J. Sheehan Excellence in Nursing Scholarship, established in memory of a beloved Cooley Dickinson nurse. The scholarship was endowed by Sheehan’s husband, Greg, to support Cooley

Dickinson nurses who are pursuing advanced education at an accredited university.

Miranda, who is currently working toward her Ph.D. in Nurse Education while also serving as the Emergency Department’s Nurse Educator, credits the scholarship with being instrumental in her educational journey. “While advanced degrees are critical for nurses to develop a comprehensive approach to patient care, they can also be cost prohibitive,” she explains.

As patient acuity continues to rise, Miranda sees her graduate education as vital for supporting nurse training and improving care delivery.

“My scholarship has a ripple effect,” she says. “It benefits me and, ultimately, it benefits my community—because ongoing education leads to better care and better outcomes.”





FROM LEFT
Jeff Harness and Amy Walker,
Program Director for New
Beginnings

Jeff Harness

Championing New Beginnings to Celebrate a Legacy of Community Investment

Over his 34-year career at Cooley Dickinson, Jeff Harness held many different positions, including Director of the Western Massachusetts Center for Healthy Communities, Director of Community Health and Government Relations, and Chief Communications and Community Relations Officer.

As Jeff neared retirement, he knew he wanted to make a difference. “Having seen so many healthcare challenges facing our community, I didn’t want to make my retirement just about me. I wanted to do something meaningful while raising awareness.”

Recognizing a critically important issue that is often stigmatized, Jeff chose to organize support for New Beginnings, a program that is open to Cooley Dickinson’s ObGyn & Midwifery patients struggling with substance use disorder both during and after pregnancy. He reached

out to friends, colleagues, and the greater community—and they gave generously.

“Programs like New Beginnings are essential to our mission of fostering a healthier community,” notes Jeff, whose work with Cooley’s Opioid Task Force led to the creation of New Beginnings in 2018. Along with medical care, the program provides parents with the support and tools they need to prepare for a healthy baby.

“I believe in New Beginnings because it works.” Jeff noted that since the program began, 95% of all patients have successfully gone home with their babies.

The support for New Beginnings has been inspiring. “I feel so much gratitude,” Jeff shared. “This kindness will undoubtedly impact many lives, giving our newest community members a better chance at a healthy life.”

Marie A. Lococo

Continuing a Legacy of Giving

For Florence resident and retired teacher, Marie Lococo, giving to local non-profits was something her parents brought her up to do. “When I was a child, people went door to door collecting for different causes. My mom and dad were continually giving their last dollar. That’s how they were.”

On September 30, 2023, Marie’s beloved mother, Doris, died at Cooley Dickinson at the age of 100. Marie was her mother’s caregiver for seventeen years. During the last difficult year of her life, Cooley Dickinson became almost a second home. “Mom was in and out of the hospital numerous times. Her physicians and nurses were just wonderful, and they were extremely supportive of me.”

Gratitude for outstanding and compassionate care has always motivated Marie’s and her mother’s giving to the hospital. Cooley Dickinson is included in Marie’s will, and she recently made a qualified charitable distribution (QCD) by giving directly to the hospital from her Individual Retirement Account (IRA). Instead of taking the required minimum distribution from her taxable IRAs, she has donated an amount to Cooley Dickinson. “I’m so happy to be able to support the hospital that has meant so much to my family, and the tax benefit is an added bonus.”

Since her mother’s passing, Marie has been staffing our volunteer desk across from the Gift Shop two days a week. “My career was teaching, which is helping people. Volunteering is still helping people. I like that.”



Thank you, Marie, for the many ways you give to Cooley Dickinson Hospital.

Michelle Morse

Honoring her Husband and Their Hospital

Hundreds of people came together to celebrate Andy's life, where every step, no matter the pace, raised \$12,000 for the Cancer Center.

Just 10 months into her marriage on August 13, 2018, Easthampton resident Michelle Morse and her husband, Andy, received devastating news. At age 30, Andy, a non-smoker and the picture of seeming health, was diagnosed with stage 4 lung cancer.

For the young couple, the next few years were a blur of hospitalizations and treatments at the Mass General Cancer Center at Cooley Dickinson Hospital led by, to use Michelle's words, "a rockstar oncology team."

Andy passed away on February 23, 2022. In the midst of her grief, Michelle found herself wondering how she could memorialize her husband and celebrate the Cancer Center, where she and her husband "received the best care possible."

Michelle found a marvelous way that honored Andy and ultimately raised \$12,000 for the Cancer Center. On Andy's birthday, November 18, 2023, Michelle held a fundraising event, Miles for Morse. "The event was a low-key 5K," explains Michelle, "because Andy always took things at his own pace. Some people ran, many walked, and some just came to celebrate Andy." The event, which was publicized solely through social media and word of mouth, drew literally hundreds of people. Says Michelle, "We actually ran out of t-shirts and food. And people still wanted to be there." Cooley Dickinson is grateful to Michelle for her generosity to the Cancer Center. Even in death, her beloved husband is still making a positive difference for our community.





In Memoriam

Peter DeRose

In June 2024, our community lost an exceptional leader and friend of Cooley Dickinson: Peter DeRose.

Peter grew up in the Pioneer Valley, and, after attending MIT and the University of Vermont and working in Louisiana, he came back to the Valley to join his family's business, the Daily Hampshire Gazette.

Peter and his brother Charles became co-publishers of the Daily Hampshire Gazette after their father passed away in 1970. They ran the newspaper together until Charlie's retirement and Peter stayed on as publisher until the Gazette was sold in 2005.

During that time, Peter married his wife of nearly 40 years, Florence DeRose, and deepened their family support for our community, including Cooley Dickinson Hospital. The couple understood that a strong community needs a strong local hospital. Along with Peter's brother Charlie and wife Kelly, Peter and Florence made generous contributions to capital projects at Cooley Dickinson, including the Kittredge Surgery Center, the Mass General Cancer Center at Cooley Dickinson Hospital, the Childbirth Center, and the Emergency Department's current transformation.

Cooley Dickinson was honored to receive donations in Peter's memory. We wish to thank the loved ones who chose to celebrate Peter by continuing his legacy of improving local healthcare.

Dr. Gaurav Dang

Supporting Colleagues through *Count on Us*

When Dr. Gaurav Dang first came to Cooley Dickinson, he asked whether there was an emergency fund available for employees. As a primary care provider at the Hadley Family Medicine office, he was pleased to discover the *Count On Us* program, which provides confidential financial assistance to hospital employees facing unexpected hardships.

Says Dang, “It is part of my civic responsibility not just to help patients, but to support the well-being of my coworkers.” His commitment to supporting *Count On Us* was inspired by his experience as a doctor on Cape Cod, where he saw how a similar program helped a colleague recover after a devastating fire. “None of us see an emergency coming. I am glad we have ready-made support available.”

When he moved back to western Massachusetts, he chose to work at Cooley Dickinson not only because of its strong reputation and connection to Mass General Brigham; it’s also the hospital closest to his family.

“Both my parents were physicians, and they taught me the importance of building meaningful relationships with patients.”

“The Valley is our community,” he says. “As a physician, I’ve come to recognize that healthcare isn’t just about patients; it’s also about supporting the well-being of the people who work in healthcare.” He adds, “If no one has to use this fund, that is fine. But I like knowing it is there for those unexpected, life-changing emergencies.”

Through his involvement in the *Count On Us* program and his dedication to patient care, Dr. Dang embodies the spirit of community that defines Cooley Dickinson.



Serving you and our community

An inside look into Cooley Dickinson Hospital's Fiscal Year 2024



Emergency room visits
38,566



Primary care visits
434,019



Urgent care visits
28,349



Births
593



Laboratory tests
1,059,959



X-ray exams
38,799



CT scans
25,839



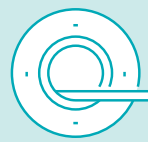
Endoscopy visits
6,790



Surgeries
4,869



Women's imaging
15,450



MRIs
10,605



Echocardiology
4,120



Cancer center infusion treatments
19,419



Radiation oncology treatments
18,535



Physical therapy treatments
193,386



Occupational therapy treatments
57,187



The photos on the cover pages were taken during the Topping-Off Ceremony in September 2024, where community members gathered to sign several of the steel beams that now frame and support the new Emergency Department expansion.