

# We're ~~Almost~~ There!

## 20-20 Vision Campaign achieves goal.

Krista Robitz, Southeast Georgia Health System Foundation's director of Development, is feeling especially grateful these days. The reason for her appreciation?

"Thanks to our extremely caring community and Health System volunteers, the Foundation has achieved the \$8 million fundraising goal we set for the 20-20 Vision Campaign," says Ms. Robitz.

The Foundation launched its 20-20 Vision Campaign in March 2018 to help fund the Brunswick Campus Master Renovation & Expansion Project. The Foundation's mission is to create awareness and financial support for the Health System, so supporting the project with a capital campaign made sense.

### Fundraising during a pandemic

The COVID-19 pandemic has impacted just about every aspect of our lives, and fundraising is no exception. The Health System's Foundation team had to make some adjustments in light of the unexpected challenge. For instance, in-person fundraising events were no longer possible. Instead, campaign requests were sent

directly to donors through emails and letters.

Community members; local businesses; and Health System team members, volunteers and physicians answered the call with donations of all amounts, which allowed the campaign to gain momentum. In addition, the *Friends of the Foundation* program, which recognizes and honors steadfast donors, expanded significantly.

"When we announced in April that we were \$47,000 shy of obtaining our goal, our volunteers came forward and committed another \$50,000 to their already generous pledge of \$500,000," Ms. Robitz explains. "We are overwhelmed by their generosity and commitment to our Health System."

### Building a better future

The Master Renovation & Expansion Project, which has a total cost of around \$140 million, includes four key areas:

- Emergency Care Center (ECC)
- Surgical Services tower and new inpatient floor
- St. Simons tower inpatient floors
- Central energy plant

With more than 70,000 square feet of new construction and more than 100,000 square feet of renovations, the project will help to ensure that the Health System can continue to meet the communities' health care needs.

### Serving our growing community

Much of the construction has already been done, including the new Surgical Services tower and the central energy plant. The new 32-bed inpatient floor, originally scheduled for completion in fall 2020, was opened several months early, in July 2020, to support the increased patient volumes resulting from COVID-19. Several phases of the ECC renovations have also been completed, and the final phase is expected to be fully complete this summer.

Ms. Robitz adds: "As the communities we serve grow in population, patient volumes increase and the need for health care services expands. Those who contribute to the 20-20 Vision Campaign play a significant role in enriching Health System services and, as a result, quality health care for their friends and loved ones."