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Kayte Dame
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Dear Friends.

Thank you for your support of Baptist Health Deaconess Madisonville Foundation in 2022. While I am new to my role as interim president, I have already gained a sense of the deep dedication and immense care that you have for your community, our community.

Through gifts received last year, you made it possible for us to fund several projects, ranging from the purchase of an additional C-Arm to assist with surgical procedures, to a mobile X-ray unit that benefits multiple specialties.

These projects allow us to meet the specific needs of individuals and families within our community to ensure that we are providing them with high-quality healthcare in their own backyard.

Over the last year, Baptist Health Deaconess Madisonville has made strides to maximize the impact of your donated dollars through tireless efforts to meet the needs of our community. The purchase of a breast and belly board allows patients who need radiation therapy treatment at the Merle M. Mahr Cancer Center to receive improved dosimetry and a reduced dose to the patient's heart and lungs. The introduction of the Anne Badgett Smaldone Nurse Education Fund ensures the ongoing development for the nurses of today and education for the nurses of tomorrow. Our organization also provided emergency relief for our employees and the surrounding communities experiencing hardship or directly affected by natural disasters.

My goal as interim president of Baptist Health Deaconess Madisonville is straightforward: I want us to grow. As we reflect on the achievements of our hospital and our Foundation, the potential that we have for continued growth and development is evident. As an organization, we aim to continue our heritage of service and leadership while fostering partnerships to further enhance the quality of medical care and overall patient experience available within our community.

As we work to cultivate new relationships with regional partners, our most important relationship is with you. Through this report, we want to offer you a transparent look into the work that we are doing to best serve those who rely on us for their employment and to maintain their health. We recognize the importance of every donor who chooses to support our Foundation. We've seen how far a dollar can go to make a difference in the lives of our friends, neighbors, colleagues and family members. It is through the selflessness of those with a heart for giving that we are able to provide better and more innovative care to our region.

I am grateful for the generosity and support of those who are helping us to inspire hope and drive health for future generations. I invite those who are just learning about what we are doing to be a part of the change we are having on the lives of those within our community. Together, we are a force for good.

In gratitude,

alisa Coteman



ALISA COLEMAN Interim President Baptist Health Deaconess Madisonville

MISSION

Rooted in a tradition of Christian service,
Baptist Health Deaconess Madisonville
expands access to highquality healthcare
delivered with a compassionate and
nurturing spirit to all.

VISION

Baptist Health Deaconess Madisonville seeks to be the trusted healthcare provider of choice for our region as we provide advanced medical services that focus on the wellness and dignity of the whole patient.

VALUES

Compassion
Accountability

Respect

Excellence

Safety



50,201

Approximate number of patients seen annually







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2022 **FUNDED PROJECTS**

- Employee assistance
- More than 20 employees assisted
- \$12,096 disbursed
- Staff education
- \$20,375 disbursed
- Patient assistance
- \$35,418.53 disbursed
- Emergency assistance relief
- 38 employees assisted
- \$123,593 disbursed
- 10 car seats for newborns
- 30 fire extinguishers and smoke detectors for hospice patients
- Breast and belly board
- Mobile X-ray unit
- C-Arm surgical machine
- 500 robes for mammography
- SANE camera equipment
- · Serenity Garden, Critical Care unit

GIFT SUMMARY



UNRESTRICTED GIFTS

\$182,594

Mission Advancement



Cancer **Services** \$41,126



RESTRICTED GIFTS

Anne Badgett Smaldone Nurse Education Fund \$150.000



Emergency **Assistance Fund** \$116,510





Women's Health **Services** \$83,294

Employee Support \$28,990



Patient Assistance \$16,328

Not all restricted gifts are listed above.





Diana Jackson, director of the Merle M. Mahr Cancer Center, addresses President's Circle members at the September event hosted at Mahr Park

PRESIDENT'S CIRCLE

Working Together - Every Member, Every Year - The Possibilities are Endless. Established in 2015, the President's Circle is comprised of our closest circle of friends, individuals who share an interest in local healthcare and provide annual philanthropic support. The President's Circle is Baptist Health Deaconess Madisonville Foundation's most prestigious annual recognition society with members who contribute \$1,000 to \$10,000 each year. Throughout the year, members are invited to attend special events where they meet physicians, hospital leaders and network with other philanthropy focused individuals to learn about specific health issues, service line enhancements and available treatments. In 2022, the President's Circle received support from 70 household members.

PLANNED GIVING

THE LEGACY SOCIETY

BAPTIST HEALTH DEACONESS MADISONVILLE

Your contribution can provide many solutions.

Leaving a legacy with Baptist Health Deaconess Madisonville ensures we can continue to advance healthcare in our community for generations to come by helping us to improve the medical care we provide. When we know about your intentions, we can explore your gift opportunity and amplify the impact it can make. Planned gifts are truly the gifts that keep on giving and provide hope, ensure access and allow us to meet the highest level of care for our patients now, and for years to come.



partners. This is our community, this is our need and this is where our money needs to go. Not everyone has the same need, but this allows me to help with the needs of many through providing quality healthcare in the comfort of what they call home.





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386

Patients treated. approximate

3,832

Chemotherapy treatments

3,460

Radiation therapy treatments

ONCOLOGY SERVICES

COMPASSIONATE CARE DURING DIFFICULT TIMES

Have you ever made a decision that you felt changed your entire life? For Eric Stephens, that was marrying his wife, Abbi, but it was also deciding to be proactive with his health following the death of his father from colon cancer at the age of 51.

Eric and Abbi decided he should find a primary care provider and begin having routine checkups after his father's passing. During his first visit with his physician, while going over his family history, his father's condition came up.

His provider ordered a colonoscopy for precautionary reasons, even though Eric wasn't experiencing any symptoms of being sick. The results of the colonoscopy showed that Eric had stage 3 colon cancer.

"The care that I received was top-notch," said Eric. "They truly cared for me and my family during this time. They listened to my every concern and question, were honest and open, and were always there to take care of me during my time of need."

Eric's surgery took place during the same week as the series of tornadoes struck western Kentucky. He recalls that after spending all night in the emergency department taking care of tornado victims, his doctor performed his surgery and still came to check on him in his room the next morning before going to get any rest himself.

Recently, Eric and Abbi found out that they are expecting their first child. Being close to home is important and Baptist Health Deaconess Madisonville not only offered a local option, but it also provided unmatched and compassionate care during a trying time in their lives.

"There is no way that I could have gone somewhere else and been as comfortable or received the same level of care," said Eric. "They exceeded my expectations at every turn. When I said I had a complication, I didn't just get one nurse trying to help me, there were five or six that would surround me, ensuring that I was OK. I am grateful that our team of medical professionals treated us like family and have helped to make sure that I am here to hold my child for the first time."

The care that I received was top-notch.



- Eric Stephens





CARDIOLOGY SERVICES BEATING THE STANDARD FOR CARDIAC CARE

Your heart deserves specialized attention and the best care. Baptist Health Deaconess Madisonville offers a cardiovascular program that provides a wide-range of cardiac-specific services to local residents and regional patients. Our highly trained team of medical professionals offers years of experience in cardiac health and wellness to help you maintain your health, right here at home.

Timing is everything during a heart attack, meaning it's essential to have emergency care close to home. That's why so many western Kentucky residents turn to Baptist Health Deaconess Madisonville for lifesaving cardiac care. The national standard for treatment during a cardiac emergency is 90 minutes - a standard Baptist Health Deaconess Madisonville is proud to beat. Our speed-to-treat program ensures fast and thorough cardiac care, as well as a personalized treatment plan tailored to individual patients.

While Baptist Health Deaconess Madisonville heart and vascular specialists are trained in the latest treatments and procedures to provide you with the quality care that you deserve, each appointment will begin with your physician taking the time to answer your questions and see how you are feeling. Through personalized treatment, Baptist Health Deaconess Madisonville is able to ensure that you are getting the heart care that is right for you.

Our cardiac catheterization lab can treat blood clots, implant pacemakers, place stents and more. The expertise of our surgeons provides access to open-heart surgery and numerous vascular surgery options. We also offer noninvasive services like EKG, Holter monitors, echocardiogram and stress tests, along with radiology screenings, including nuclear studies

The caliber of cardiac care available at Baptist Health Deaconess Madisonville is essential to delivering the outcomes that our community deserves.



Open-heart surgeries

Heart catheterizations performed



667

Babies born at
Baptist Health Deaconess
Madisonville in 2022

180

Babies served in the NICU

MOTHER AND BABY CARE

A HOME AWAY FROM HOME

Megan White always wanted a big family, but she didn't imagine that dream would take shape with three babies in four years. Megan and her husband, Jonathan, quickly found a home away from home at Baptist Health Deaconess Madisonville where they have delivered all of their children.

"I felt fully supported from the moment I began talking to Sarah Fisher, MD, during our initial visit," she said. "I knew from the outset that my physician was advocating for me and for what I wanted during my pregnancy, as well as during labor and delivery. She's just one of those providers that after you meet her, she feels like family."

As a nurse, Megan has an understanding of the intricacies of healthcare and the difference that a personal touch can make for someone's hospital stay.

"Our mother-baby unit is truly a privilege for our rural area," she said. "The women that work there helped to empower me many times during my moments of broken confidence. I credit the success of my birth plan coming to fruition with my last two children to the support they gave me when I needed it most."

The couple recently found out they were expecting their fourth child.

"There was no doubt where I will be receiving my prenatal treatment and bringing our next child into the world," she said. "The staff at Baptist Health Deaconess Madisonville provide a quality of care that you won't experience with any other hospital or medical staff."

Our mother-baby unit is truly a privilege for our rural area.

- Megan White



ENHANCEMENTS TO MOTHER & BABY CARE

CONTINUED EDUCATION FOR CLINICIANS

Baptist Health Deaconess Madisonville's Mother & Baby Care has continued to evolve to reflect new technology, additional equipment and updated training for our staff to align with the most up-to-date healthcare practices. Our main goal is to ensure that they have everything necessary to treat the physical components of labor and delivery, while relying on our staff to provide the emotional support for parents and infants that set us apart.

A priority of maternity care staff is continued education. In 2022, employees attended a Spinning Babies® Workshop and breastfeeding workshop, resulting in a decrease in primary cesarean section rates. Additionally, multiple nurses have obtained the National Certification Corporation Inpatient Obstetric Nursing certification, which provides specialty knowledge in fetal assessment, pregnancy complications, labor and birth, recovery, and postpartum and newborn care.

CREATING AN ENVIRONMENT OF HEALING

If you have spent much time in the Neonatal Intensive Care unit, you have probably noticed all of the machines that surround you and the babies being cared for. Through the generosity of donors, Baptist Health Deaconess Madisonville has purchased an additional Giraffe OmniBed Carestation.

This innovative piece of equipment provides premature and ill babies with a controlled environment that reduces stress, much like that of a mother's womb. It helps to regulate body temperature and features humidity control to avoid moisture loss through the skin. Most NICU babies are too fragile to tolerate the movement and temperature changes of a simple incubator. The Giraffe OmniBed prevents the interruption in healing that can result from placing a distressed infant in a regular incubator.

PROVIDING TOOLS FOR BETTER OUTCOMES

Upon delivery, some infants are discovered to have been deprived of oxygen due to complications during the birthing process. Donor support enabled Baptist Health Deaconess Madisonville Foundation to provide the mother-baby unit with a CritiCool® machine.

This simple, yet effective machine is a thermal regulating system that gives medical providers control over the core and surface temperatures of a patient through connected sensors that induce therapeutic hypothermia. The ability to quickly cool an infant can increase survival and neurological function and can improve clinical outcomes for NICU patients.







EMERGENCY SERVICES

A VITAL COMPONENT IN COMMUNITY HEALTH

What patients and their families expect from their emergency department has changed. As a nation, we've seen death rates decrease due to advancements in technology, greater accessibility to high-quality services, and an integrated teambased approach that ensures fast, accurate communication, leading to better outcomes.

At Baptist Health Deaconess Madisonville, we pride ourselves on delivering modern emergency services for regional patients without the need to seek care outside of what they consider home.

"We are constantly looking for ways to continue to improve our emergency department," said Amy Wallace, director of the emergency department. "As a staff, we are invested in continued learning to remain in the know on current techniques and procedures. As a unit, we are dedicated to providing quality care to every single patient that comes in our doors. As a hospital, when we look to improve upon the level of care we are able to provide to our patients, we know we are truly answering the call to serve and bringing Madisonville to the forefront of healthcare."

Operating as the front door for emergent medical needs, our emergency department sees a wide range of patients with acute injuries, critical illnesses and serious accidents. In an emergency, Baptist Health Deaconess Madisonville eliminates hurdles to lifesaving care by providing an unmatched patient experience.

We pride ourselves on delivering the very best in modern emergency services.

- Amy Wallace, Emergency Department Director



Amy Wallace, Emergency Department Director

HONOR A Cureniver

WHEN THANK YOU ISN'T QUITE ENOUGH

Have you ever had a caregiver who made you feel like more than just a patient? Maybe they held your hand while you heard difficult news or joyfully celebrated with you as you held your newborn child.

With the introduction of our Honor a Caregiver program, you can celebrate the men and women who have impacted your life beyond treatment and express your gratitude for receiving extraordinary care. When you make a monetary contribution in the name of a caregiver who has touched your life, they will receive recognition and special mementos to commemorate the exceptional care they work to provide.

For years, I had considered the fact that I could benefit from seeing a physical therapist for postpartum abdominal separation issues, but was concerned it wouldn't be viewed as a necessity. From the moment I met Sandi Walker, PT, DPT, BCB-PMD, we felt like friends. She welcomed me in and took the time to listen to what I was experiencing. She didn't discount what I was feeling, instead she validated my thoughts and helped me to establish a plan that would help me to feel like myself again. Through weekly appointments, we established a genuine friendship. Dr. Walker didn't simply run through the motions, she learned the names of my children, she was patient and encouraging on my bad days and helped me to identify areas of improvement so I could heal from issues negatively impacting my life. The level of care and expertise I found with Dr. Walker and her team are something that changed my life for the better, and a simple thank you will never cover the gratitude I will always have for them.

Robyn Elliott, grateful patient



EMERGENCY ASSISTANCE RELIEF



Ginny Watts and her daughter, Cavvy.

In December 2021, a tornado moved across western Kentucky producing severe to catastrophic damage in numerous towns. Crossing through 11 counties, the tornado left a path of destruction that impacted several hospital employees across the area.

Earlier this year, community members and staff banded together to allow Baptist Health Deaconess Madisonville Foundation to provide critical assistance to those who were directly impacted.

"One thing that will always stand out to me is the love I received from my work family in the days and months after," said Ginny Watts, a nurse in the neonatal intensive care unit. "In the days following the tornado, I can't remember a day that I wasn't surrounded by my co-workers and their families. They supported me by helping with clean up, securing items my family needed, and bringing tools and heavy equipment to help with hard labor. But, most of all, the thing that stands in the forefront of my mind is the overwhelming amount of emotional support that was provided."

Despite the losses they experienced, these team members continued to show up and serve others. From our medical staff to our environmental services team, the employees at Baptist Health Deaconess Madisonville give so selflessly even when they are impacted by the chaos developing around them.

"I remember meeting some of the doctors from the hospital who I had only previously talked to on the phone or passed in the hall," said Ginny. "Then, to my surprise, they selflessly showed up on their day off to help clean up the remains of my belongings. Nurses and staff from other units made sure we had clothing, gas for the generators, and that my child had a good Christmas. I didn't know that compassion could be shown in the capacity that I experienced firsthand."

The help provided to hospital employees during their time of need reminded us of why we answered the calling to serve others - and now, you are part of that calling too.





ANNE BADGETT SMALDONE NURSE EDUCATION FUND

FOSTERING COMMUNITY PARTNERSHIPS AND ONGOING DEVELOPMENT

Anne Badgett Smaldone

The Anne Badgett Smaldone Nurse Education Fund allows Baptist Health Deaconess Madisonville to foster a deeper partnership with our local community college through allocation of annual scholarships. Anne served as a nurse for many years, and now she is giving back to future generations of healthcare providers. These scholarships cover the costs associated with nursing courses and materials, such as textbooks, software, technology and licensure that are part of the associate degree in nursing program. The Anne Badgett Smaldone Nurse Education Fund ensures the ongoing development of today's nurses, and education and training for the nurses of tomorrow.

"I spent 10 years as a nurse. Through those years, you see a lot of people coming in and out of your life, but the one thing that remains constant is the heart that you recognize in other nurses. These men and women show up every day despite what is going on in their own lives to improve the lives of others. To me, being able to encourage and support future generations of individuals who share that calling is invaluable. To be able to ensure that current nurses are able to further their education, obtain specialized credentialing, and continue to grow in their path toward serving others, is my way of continuing service past my retirement." - Anne Badgett Smaldone

Nurses are the heartbeat of every hospital. Through their dedicated commitment to excellence in patient care and their compassionate delivery of services, they play a vital role in patient experience, outcomes and overall improvement of the health of our community.

- Christy Littrell, MSN, RN-BC, Chief Nursing Officer



PATIENT ASSISTANCE

The Patient Assistance Fund was established at Baptist Health Deaconess Madisonville to provide assistance with transportation, medication, and other medical-related items that may be a barrier to care.

\$28,990

donated in 2022

\$16,328

donated in 2022

EMPLOYEE SUPPORT

The Employee Support Fund was established at Baptist Health Deaconess Madisonville to provide financial assistance to employees who are experiencing times of hardship, ranging from house fires or a spouse's job loss, to unforeseen medical expenses.

WAYS TO GIVE

SUPPORT A CARE AREA

You may choose for your gift to benefit a specific care area or fund. Funds include:

- Anne Badgett Smaldone Nurse Education Fund
- Emergency Department Fund
- Employee Support Fund
- Mission Advancement

- Mother & Baby Fund
- Merle M. Mahr Cancer Fund
- Patient Assistance Fund
- Surgery Department Fund



TRIBUTE GIFTS

Make a gift to any care area in honor or memory of a loved one, or in gratitude for a caregiver who provided exceptional care to you or a loved one.



PRACTICING GRATITUDE FOR BETTER HEALTH & WELL-BEING

UNPACKING THE POWER OF GRATITUDE

Project Gratitude is a collaboration between Baptist Health Deaconess Madisonville Foundation and the community to better understand the role gratitude can or should play in our culture and in a person's health journey. This project explores gratitude from the perspective of patients, a patient's family, care providers and their loved ones, community members and community leaders.

The outcome of this project may educate us on the science of gratitude, connect us through meaningful personal stories and insights, prepare us to act upon our gratitude and may create new relationships or new ways of seeing the world around us. Learn more at ProjectGratitude.com.

I can't express how grateful I am to each and every person that I encountered on that journey. I truly believe each and every one of them was put in my path by God.



APPRECIATING EVERY MOMENT

Gratitude might sometimes begin with a thank you, but it runs much deeper than words, according to Ashton Wyatt.

"Someone who expresses their gratitude is aware of the fullness of life and takes the greatest moments in, no matter how big or small," said Ashton. It's a lesson she's teaching her own children, along with the kids who attend the Montessori-based preschool she owns and operates.

"My children and I practice affirmations every morning and one we always say is, 'I am thoughtful,'" she said. "I am hoping to raise my children to always think of others and to act on those thoughts when they do think of someone."

When asked what she's most grateful for, Ashton said God, family and good health. "I learned recently just how precious and fragile life can be. It has taught me to appreciate every moment I get with my family."

Recently, Ashton's son graduated from physical therapy at Baptist Health Deaconess Madisonville, where they had a wonderful experience with his primary physical therapist who "went above and beyond for him at every session." As a token of their gratitude, the family gave her a gift card and a flower to plant at her new home.

"For my personal well-being, even on the hardest days, I want to express my gratitude in some way to at least one person," she said. "Gratitude can teach you to fully appreciate life, from the first chapter to the last chapter and all of the pages in between."



GRATITUDE IS THE BEST MEDICINE

- Cheri McNary

Cheri McNary believes gratitude starts with an attitude of appreciation that blossoms into acts of goodness.

"Gratitude is a positive outlook that can spread. It can change a negative energy to positive," she says. "The more positive energy spreads, the more it benefits everyone."

That was certainly Cheri's experience while being treated for breast cancer at Baptist Health Deaconess Madisonville. "I can't express how grateful I am to each and every person that I encountered on that journey. I truly believe each and every one of them was put in my path by God."

From the moment she heard the word cancer, Cheri says she's encountered kindness and compassion at Baptist Health Deaconess Madisonville, along with the best possible care – and for that she's grateful. "Gratitude is the best medicine," she says.

"It heals your mind, your body and your spirit."

Cheri finds gratitude in the big things, like her family and a clean bill of health, as well as the little things, like a good cup of coffee and small acts of kindness. One example that comes to mind: While in the recovery room post lumpectomy, she sleepily told the nurse how much she loves coffee with flavored creamer. "I dozed back off, and then I was awakened by her voice again, 'Ms. McNary, I made you a cup of coffee and added my special creamer that I keep here at work.' That was the best cup of coffee!"

Another example of gratitude, she says, is when a longtime friend insisted on covering the balance of her cancer treatment costs. "I said, oh no, you can't do that. I was in total disbelief." But the friend insisted, saying they had the money and had been blessed with good health. "I immediately started crying and hugged them. Grateful isn't even enough to describe how I felt. That is the kindest and most generous thing that someone has ever done for me personally."



The past few years haven't been easy on anyone, but I really cannot express the gratitude I have for these ladies and gentlemen who have overcome unimaginable circumstances emotionally and physically and still managed to support each other when we needed it most.

- Lou Coulon, RN

MEANINGFUL INTERACTIONS THAT GO BEYOND TREATMENT

Lou Coulon, RN, believes that in moments of uncertainty, there's always something for which you can be grateful.

That was proven especially true during the COVID-19 pandemic.

"Today, I am grateful for a work family that has stood beside me and lifted me to new heights," says Lou, a nurse at Baptist Health Deaconess Madisonville. "The past few years haven't been easy on anyone, but I really cannot express the gratitude I have for these ladies and gentlemen who have overcome unimaginable circumstances emotionally and physically and still managed to support each other when we needed it most."

Lou also is grateful for the opportunity to care for patients and she cherishes the meaningful interactions that go beyond treatment. She recalls one patient who was hospitalized with COVID-19 for over a month.

"Before he was discharged, he looked at me and told me that he loved me like I was his family. Many days I would chat with him about his own family, who so desperately wanted to be there but couldn't," Lou says.

"For him to feel that connection with me really hit home and gave me an overwhelming sense of gratitude for the position that I had been placed in. It made me feel like I was made for that moment. If nothing else in my career ever amounted to anything, that moment then and there made it worthwhile."

SHARE YOUR GRATITUDE

Share your insights on gratitude or honor an individual who's made a difference in your life.

projectgratitude.com



THE HEART OF OUR MISSION

Baptist Health Deaconess Madisonville is committed to improving the health and well-being of our patients and the community we serve. This unwavering mission is rooted in philanthropy – and it's reflected in the generous support of our Mission Advancement Fund.

Baptist Health Deaconess Madisonville Foundation established the Mission Advancement Fund to complement our culture of innovation, care and compassion by meeting specific needs as they arise. Mission Advancement gifts are providing help when and where it's needed most.

GENEROSITY AT WORK

Supporting the Mission Advancement Fund is a meaningful way to pay it forward and truly make a difference. This essential fund is unique due to its flexibility, enabling Baptist Health Deaconess Madisonville to swiftly innovate and enhance access to the best possible healthcare.

Mission Advancement dollars can be put toward a wide range of initiatives, from new equipment and capital improvements that provide patients with advanced care, to community programs that foster health and happiness.

Such projects are key to Baptist Health Deaconess Madisonville maintaining its reputation for unparalleled excellence in healthcare. And it wouldn't be possible without the Mission Advancement Fund.

Our mission is rooted in a tradition of Christian service to expand access to high-quality healthcare, delivered with a compassionate and nurturing spirit to all. This work is bolstered by the Mission Advancement Fund — a charitable fund sustained by invaluable donors like you.

Baptist Health Deaconess Madisonville is sincerely grateful for your generosity of heart and spirit, and we hope you will consider supporting us on this journey to serve not only our patients, but the community we call home.





Baptist Health Deaconess Madisonville is committed to improving the health and everyday lifestyles of our community. Through innovative projects that answer the needs of the people we serve, the Foundation is making a difference in lives all around us.

Terry Douglass, 2023 Board Chair
 Baptist Health Deaconess Madisonville Foundation



BAPTIST HEALTH DEACONESS

MADISONVILLE FOUNDATION

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