



**Michigan CardioVascular Institute
FOUNDATION**

REPORT TO THE COMMUNITY



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MISSION STATEMENT

The MCVI Foundation is a non-profit organization dedicated to promoting educational and community initiatives that empower people of all ages to live and lead healthier lives. We strive to create a community that is healthy and vibrant by championing causes related to the education, prevention and treatment of cardiovascular disease.

We dreamed of a community free of heart disease.

Three years ago, the physicians at the Michigan CardioVascular Institute reorganized our foundation from one that solely performed medical research to one focused on providing public education, prevention and treatment programs to improve cardiac health in the communities we serve.

Death rates from heart disease in our region are higher than the national average. We see the price our community pays every day...in our homes...in our families. This must change.

While cutting-edge medical research continues through the practice, we felt locally driven, community-based solutions to combat heart disease were required.

We dreamed of a community of people who would join with us.

We are thankful for a community that has responded so favorably to our heart healthy messages. Through your volunteer support, financial gifts, and participation in our programs, you have demonstrated a commitment to the health and vibrancy of our community.

Local people. Local dollars. Local solutions.

The answers lie within us. Together with you, we have the power to beat heart disease.

We thank you for taking time to learn more about our foundation...*your foundation*...the Michigan CardioVascular Institute Foundation.

Peter G. Fattal, MD
Board President

Diane M. Fong
Executive Director

PREVENTION

IT'S NOT ABOUT WHAT YOU LOSE. IT'S ABOUT WHAT YOU GAIN.

The number of young Americans who are overweight has more than doubled in the last few decades while the number of adults who are obese has tripled. Being overweight increases the risk of many diseases and life-threatening health conditions including: coronary heart disease, Type 2 diabetes, cancer, high blood pressure and stroke.



To combat this grave trend, the MCVI Foundation teamed up with YMCA of Saginaw, Saginaw Valley Bone and Joint Center and Runners to create Run for Your Heart, a 10-week wellness program featuring physical training coupled with nutritional guidance, motivational seminars and health screenings. Participants meet weekly with trained volunteer coaches who guide them through a training regimen designed to help them complete a 5K run or walk. At the conclusion of the program, participants take part in the Run for Your Heart community races.

Our fitness program encourages long-term, sustainable steps to healthy living versus the short-term intensity of boot camp-style programs, with seemingly minor lifestyle changes adding up to big results over time. Pre- and post-race health assessment results provide strong evidence of positive health outcomes. Perhaps even more important, though, are the psychological benefits reported by participants. Our participants reported feeling more confident and better able to embrace a healthy lifestyle. They noted that one of the key components to the program's success was the camaraderie and accountability team members felt to their training partners.

If you are ready to take a step to a healthier you, contact the MCVI Foundation.



FOR THE YOUNG & THE YOUNG AT HEART

There is power in play. Just ask those attending the award-winning Delta Sigma Theta Sorority's annual PowerPlay Saturday at the Mid-Michigan Children's Museum, created and funded in partnership with the MCVI Foundation.

We all know how hard it is to break a bad habit. PowerPlay Saturday focuses on playfully educating young children and their families about the healthy habits of good nutrition and daily physical activity. As children and their families danced, jumped and played, they learned ways to keep their bodies healthy.

One of the greatest gifts we can give our children is a lifetime of healthy habits.



EDUCATION

HEART HEALTHY LEARNING FUN

At Carrollton Elementary classroom parties, trays of fresh produce now sit alongside cookies and cupcakes. School volunteers used to be surprised when kids chose vegetables over sweets, but for the kids it is an easy choice. They tell the grown-ups that eating vegetables helps you live a longer, healthier life.

How did they get so conscientious? Through the "Heart Healthy Learning Garden," a fitness, nutrition education and gardening program created by Carrollton Public Schools teachers Jennifer Newberry, Kayna Zimmerman and Christine Schwerin, with funding from the MCVI Foundation.

The results exceeded everyone's expectations. Originally about 50 students, over 80% of whom qualified for free/reduced school lunch, were chosen to take part. When all was said and done, close to 100 students during the school year, and an additional 30 summer school students and their siblings, learned to grow produce in the school's new garden. Area families benefited when these mini-farmers shared their crops of corn, beans, peas, potatoes and more.



This generation of students, well versed in television and video games, rediscovered outdoor games such as hopscotch and 4-square through "5 Minutes of Fitness" program units that encouraged daily exercise. Water coolers were also placed in several classrooms with teachers encouraging students to drink water throughout the day.

Zimmerman reported, "Parents are taking note of their kids' openness to healthier experiences. The students have become the teachers - sharing information with their families and inspiring others to make healthier choices."

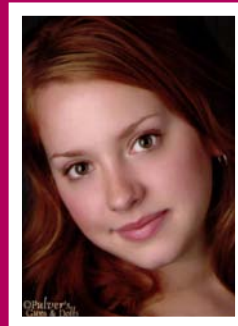
COMMITTED TO THE SPECIAL HEALTH NEEDS OF WOMEN

Men and women - the same and yet oh so different. For years, women's health was viewed in the context of research done mostly on men. Thankfully this is changing.

Fifteen years ago, the Michigan CardioVascular Institute (MCVI) founded our region's first women's health conference - the Women's Health Initiative. The MCVI Foundation proudly continues this tradition of providing community health education through this one-day conference filled with humor, fellowship and learning across a broad range of health topics specific to women.



Designed by women for women, the Women's Health Initiative encourages every woman to take time to care for herself and to not ignore the messages her body is sending.



MCVI FOUNDATION SCHOLARSHIP RECIPIENT

The Foundation annually awards a scholarship to a student pursuing a career in the health care field.

Chelsea Dubey
Scholarship Recipient

TREATMENT

YOU CAN SAVE A LIFE

Will you save a life today? Are you prepared to save a life?

Nearly 80% of all out-of-hospital cardiac arrests happen in the home. It is a situation none of us want to face. When someone collapses from a heart attack or sudden cardiac arrest, every second counts. You could be your loved one's only chance for survival.

Through our annual charity event, Shocks and Saves, we are working to:

- educate the public about heart disease and what to do in an emergency
- expand public access to automated external defibrillators (AED)
- train people in CPR

Conceived and organized by the MCVI Foundation,

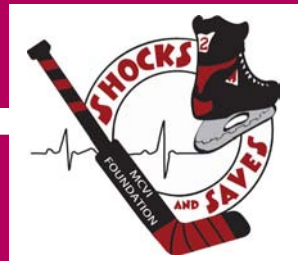
Shocks and Saves is presented in partnership with Jiri Fischer's Healthy Hope Foundation, Mobile Medical Response and the Saginaw Spirit. Local physicians and emergency medical personnel skate in a fun-filled

game that also features the talents of NHL celebrities such as Jiri Fischer, the former star defenseman of the Detroit Red Wings who is a survivor of sudden cardiac arrest.

With your help, we've placed 50 AEDs throughout mid-Michigan and have certified over 250 people in CPR.

Now, with the American Heart Association's revised CPR guidelines emphasizing compressions only, it is easier than ever for you to learn lifesaving skills.

Do you have an hour to save a life? If so, call us.



TURNING POWERLESS INTO POWERFUL

I feel powerless

Just about every smoker can recite a laundry list of reasons why he or she shouldn't be smoking. Yet we have 43 million smokers in the United States. Why?

Many smokers begin when they are children. Before they fully understand the ramifications of their decision to smoke, they are addicted to the nicotine. Stopping is not as easy as lighting up. Even when there is a will to quit, there are physical dependency issues that need to be worked through. Quitting "cold turkey" is not a realistic approach for the majority of smokers.

If you feel powerless to stop smoking, let us help you. The MCVI Foundation provides free "stop smoking" counseling from a certified tobacco treatment specialist and respiratory therapist. Individual sessions, corporate group instruction and telephone counseling are available in conjunction with nicotine replacement products, thanks to support from the Saginaw Community Foundation.

CHAIN OF SURVIVAL

Remember to follow the chain of survival and you will improve the likelihood that a heart attack or sudden cardiac arrest victim will live.



- Early access – Call 9-1-1 to get help.
- Early CPR – Begin CPR to buy time.
- Early defibrillation – Use an AED to restore a good heart rhythm.
- Early advanced care – Paramedics take over care and transport patient to the hospital.



HOPE

SURVIVOR STORIES FROM THE HEART

The #1 killer in America...heart disease. The #1 killer in our community...heart disease.

Statistics. While the numbers paint a picture, they don't tell the story. The story lies in the lives of people lost to heart disease. In the lives of people living with heart disease. And in the lives of those who have triumphed over heart disease.

Meet some of our local survivors. Each story is unique and each life saved extraordinary. These individuals and families share their story in the hopes that it will help save someone else's life. To learn more about their stories, visit www.mcvifoundation.org and follow the Survivor Stories from the Heart link.

Are you or someone you know a survivor of heart disease? If so, please share your story with us. We'd love to celebrate with you!



AED RECIPIENT SITES

Ames United Methodist Church, Saginaw
Blue Water Hockey League, Port Huron
Bridgeport Community Church, Bridgeport
Bridgeport Public Library, Bridgeport
Calvary Baptist Academy & Church, Midland
Castle Museum of Saginaw County History, Saginaw
City of Midland-Civic Ice Arena, Midland
Cultural & Recreational Commission of Isabella County, Mt. Pleasant
Education & Training Connection, Saginaw
First United Methodist Church of Saginaw, Saginaw
Grace Christian School, Saginaw
Guardian Angel Respite & Adult Day Services, Saginaw
Hemlock Public Schools-Athletics, Hemlock (alarm box only)
Holy Cross Lutheran School, Saginaw
Holy Spirit Parish, Saginaw
Huron County Hockey Association, Bad Axe
Lake Huron Area Council, Boy Scouts of America, Auburn
Laker Elementary School, Pigeon
Michigan Lutheran Seminary, Saginaw
Midland Center for the Arts, Midland
Midland Community Center, Midland
Midland County Parks & Recreation, Midland
Midland Public Schools-Jefferson, Midland (alarm box only)
Midland Public Schools-Westdale, Midland (alarm box only)
New Lothrop Nazarene Church & Center, New Lothrop
North Midland Family Center, Midland
Old Town Soup Kitchen, Saginaw
Resurrection Lutheran Church, Saginaw
Saginaw Habitat for Humanity, Saginaw
Saginaw Public School District-Handley, Saginaw
Saginaw Public School District-Loomis, Saginaw
Saginaw Twp. Comm. Schools-Heritage Athletics, Saginaw
Saginaw Township South Little League, Saginaw
Saginaw Valley Church of the Nazarene, Saginaw
Saints Peter & Paul School, Saginaw
Sanilac County Hockey Association, Sandusky
Second Presbyterian Church, Saginaw
St. Anthony of Padua, Saginaw
St. Cecilia Catholic School, Clare
St. Christopher Catholic Church, Saginaw
St. Helen Church & School, Saginaw
St. John Lutheran Church, Saginaw
St. John the Baptist Catholic Church, Saginaw
St. John's Lutheran Church & School, Saginaw
St. Michael's Lutheran School, Richville
St. Paul's Lutheran School, Saginaw
St. Peter Lutheran Church, Hemlock
St. Stanislaus Athletic Club, Bay City
St. Stephen Catholic School, Saginaw
Thomas Township Parks & Recreation, Saginaw
Zion Lutheran Church, Freeland

In our region, death rates from heart disease are higher than the national average. We are working hard to change this, but we need your help. With your support, we will be able to provide PREVENTION, EDUCATION, TREATMENT and HOPE to more people – to more families – here locally.

WE CAN SAVE MORE LIVES AND YOU CAN HELP.

YES! I would like to help save a life.

Please accept my gift of \$ _____.

This is a: One-time donation

Annual donation for _____ years

Check enclosed (payable to MCVI Foundation)

Bill me (Annually Quarterly Monthly)

Visa/MasterCard/American Express/Discover

Name (as it appears on card)

Credit Card Number

Expiration Date (Month/Year)

Signature

Please use my contribution for:

Area of greatest need

Educational programs

Treatment programs

Prevention programs

Other _____

This gift is in honor or memory of:

Name

Address

City, State, Zip

E-mail

Phone

I would like someone from the Foundation to contact me.

I would like to receive e-mail updates about heart healthy information and Foundation initiatives.

Donate Online: www.mcvifoundation.org

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