



BASSETT
HEALTHCARE

NEWS RELEASE

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BASSETT FUND DRIVE RECEIVES \$1 MILLION CHALLENGE GRANT FROM THE CLARK FOUNDATION

COOPERSTOWN, NY— A significant \$1 million, 1-to-1 matching challenge grant was presented to the Bassett Heart Care Campaign by The Clark Foundation on June 22. “The entire Bassett community is most grateful to The Clark Foundation and Jane Forbes Clark, Foundation president,” said Dr. William F. Streck, Bassett Healthcare’s president and CEO. “The Foundation’s \$1 million matching challenge grant gives a boost of energy to our regional campaign and to the volunteer committee members who are helping to raise the necessary funds to achieve our \$12 million goal,” he said.

The grant will match dollar-for-dollar every new or increased gift made to the campaign from July 1 to Dec. 31. Each contribution – whether cash gifts, increased gifts, and single and multi-year pledges – made to the campaign for the Bassett Heart Care Institute, related facility improvements such as the new Critical Care Complex and a second cardiac catheterization lab, or the Medical Education Endowment will be doubled.

“The timing of the grant is perfect,” said Michael Stein, vice president of external affairs. “The drive entered its Campaign Completion phase this month, having reached the \$9 million mark. In the final six months of the year, our goal is to achieve the \$3 million needed to reach \$12 million. With the Clark Foundation match, individuals, businesses and foundations gain an efficient incentive to support the campaign and we gain substantial momentum to reach our fund-raising objectives.”

“The Friends of Bassett is honored to announce that Jane Forbes Clark will serve as an honorary chair of the Campaign Completion Task Force,” reported Amanda C. May, executive director of Bassett’s volunteer driven philanthropic organization. “Task Force committee members are excited about the opportunities that The Clark Foundation match provides,” added Karen M. Elting, campaign chair, “and will be contacting prospective donors for gifts. Simultaneously, the Friends will focus on the extended Bassett Family to reinforce the importance of making or renewing an annual or multiyear gift to create a win-win situation that will benefit the campaign, donors, patients and their families and the Bassett medical staff.”

For more information about doubling the value of your contribution to the Bassett Heart Care Campaign, please call the Friends office (607-547-3928).

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Bassett Healthcare is a leading provider of health services in the Central New York region, offering quality primary and specialty care services targeted to address this region’s health care needs. For more information about Bassett, visit www.bassett.org