

A WORD FROM OUR EXECUTIVE DIRECTOR

Dear Friends of Bismarck Cancer Center,

We recently teamed up with the Steier Group, a development consulting company, to lead us through a feasibility study. Their goal was to determine the community's level of support for BCC to move forward with an expansion project that will improve radiation oncology care for this region. It was essential for us to know how the community felt about the importance of this project.

I'd like to personally thank those of you who participated in our planning study. We received an incredible response from the community, feedback that is extremely beneficial as we look to BCC's future.

After gathering data from the study, representatives from the Steier Group reported their findings to BCC leadership. The feedback the Steier Group provided showed an overwhelming level of support.

You, members of our community, agreed that we do indeed need an expansion and renovation to provide additional equipment and space to further support the Center's mission and those we serve.

Based on the study's positive results, the Steier Group recommended to the BCC Board of Trustees, representing Sanford Health Bismarck and CHI St Alexius Health, that BCC move forward with a capital campaign. With the Board's approval, we will proceed with a major fund raiser to support the future of cancer care. In the next few weeks and months, we will be providing you more information about the Center's initiatives and future planning. An overview of the survey results is provided in this document.

Once again, it's our privilege to continue to serve this cancer community. Thank you to everyone who provided input, it's crucial to ensuring our upcoming campaign's success.

Gratefully,



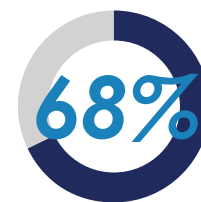
Amy Gross
Executive Director

STATISTICAL FINDINGS


 **72**
Interviews

 **57** Mail/online
surveys

 **23** respondents
indicated they
would serve in a
leadership position.

 **68%**
of respondents
will make a gift to
the campaign,
**including 88% of
those interviewed.**

The above statistical findings exceed historical benchmarks. (over)



ON A RATING SCALE OF 1-10 WITH 10 BEING THE HIGHEST, THE PROPOSED GOALS OF RENOVATING THE FIRST FLOOR, CONSTRUCTING A SECOND FLOOR, AND ADDING NECESSARY MEDICAL EQUIPMENT RATED OVER A NINE AMONG PARTICIPANTS.

OBSERVATIONS

- Participants feel the demand is strong and the Center needs to move forward with this initiative to help more people.
- Based on the work the Center does for the community, and the staff who make the Center a comforting place for patients and their families, the respondents favorably support the BCC expansion.
- Respondents do indicate a concern for Covid-19 and the subsequent economic effect. However, interview respondents do not believe it will prevent the Cancer Center from having a successful campaign. The mission of the Center and the need for the initiative to best serve patients and their families will contribute to the success of this project.



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NEXT STEPS

We will begin our preparation phase of the campaign by completing the following recommendations:

- Recruit a strong, diverse volunteer team to assist with reaching out to donors, businesses, and foundations to solicit donations for the capital campaign that are above and beyond regular giving.
- Communicate the importance of this initiative through newsletters, emails, social media posts, videos, and personal visits.
- Keep the community fully apprised on the progress of the projects and campaign.
- Host events, both in-person and virtual, to share the goals of the project, the need for the project and those who will benefit.
- Collaboratively work with our partner hospitals: Sanford Health Bismarck and CHI St. Alexius Health, on a united mission to enhance cancer care for our region.



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