

## F A C T S &amp; F I G U R E S

## Produce section

For 75 years, DHMC has benefited from a cornucopia of donations and services from members of its Auxiliary.



\$1,578

Value of produce donated to Mary Hitchcock Memorial Hospital in 1935 by the volunteer members of the Auxiliary

1933

Year the Auxiliary was established

250

Number of active Auxiliary volunteers as of the 1950s

1968

Year the Auxiliary started the Pink Smock Gift Shop

\$335,644

Net receipts generated by the Pink Smock Gift Shop in FY08

100%

Percentage of those receipts that go to the Auxiliary and to grants for patient-care improvement projects at DHMC

4,000

Number of tulip and daffodil bulbs planted by Auxiliary volunteers on DHMC's new Lebanon campus in 1991

500

Number of currently active Auxiliary volunteers

54,156

Number of hours of volunteer service they provided in FY08

SOURCE: DARTMOUTH-HITCHCOCK MEDICAL CENTER AUXILIARY

## DHMC Auxiliary marks 75 years of service as a "fairy godmother"

It took 75 years and there was no magic wand involved—just a lot of hard work. But the DHMC Auxiliary turned a pile of pumpkins and squash into something as splendid as Cinderella's coach (and more long-lasting). Surely that qualifies for fairy-godmother status.

**Anniversary:** The transformation wrought by the Auxiliary is detailed in *A Gift of Service*, a book marking the group's 75th anniversary. The organization's genesis lay in a need to generate cash donations for Mary Hitchcock Memorial Hospital during the depths of the Depression.

There was already an elaborate system by which residents of nearby towns delivered gifts of produce each fall for use in the Hospital kitchen. Donation Day, as it was called, was a matter of town pride, as residents competed to see which towns mustered more gifts. The squash, cabbage, and potatoes that piled up on the MHMH lawn were a great help in feeding patients through the winter, but what the Hospital really needed was money.

**Day:** So raising funds was the Auxiliary's charge when it came into being on October 21, 1933, that year's Donation Day. Anyone who dropped off produce automatically became a member of the new group, which went on to hold benefits and an annual fund drive. Two years later, in 1935, the Auxiliary brought in cash contributions totaling \$2,510.

Today, by contrast, the Auxiliary raises over \$300,000 a year and marshals a cadre of 500-some volunteers active in about 50 programs. Such splendor has come with a price, however. The Auxiliary's current president, Barbara Blough, says there was a sense of belonging in the group's early years that she'd like to recapture. Blough, who is director emerita of alumni affairs for DMS, has been an Auxiliary volunteer since her retirement in 1990. One of her goals as president is to make today's hundreds of volunteers more aware of the organization's history. The publication of the book was one means of doing that.

**Shop:** "There are so many areas into which volunteerism has extended. It makes us very different from other hospitals," says Blough, who—with her late husband, Foster—was named Quarter-Century Volunteer Honoree in 2008. For example, although many hospitals have a gift shop, DHMC's Pink Smock Shop has always had volunteer buyers as well as cashiers. All the shop's net proceeds either support the work of the Auxiliary or are awarded in grants for patient-related equipment, supplies, or programs not funded by the institutional budget.

The Auxiliary also underwrote construction of the chapel when the new Medical Center was built in 1991. And many of the works of art in DHMC's public spaces were purchased with Auxiliary gifts.

But as valued as the organization's dollars have been, it's the volunteer hours that have made