



connections through Generosity

The Generosity Message Defined

To truly capture the spirit of Memorial Health Foundation and its purpose in the community, we recently created a unifying symbol that embodies our theme in all our messaging. “Generosity Heals...Generous with others; Generous with ourselves” reflects our belief in abundance and the power of healing inherent in all people willing to engage in good work. “Generous with others; Generous with ourselves,” defines the spirit of trust and confidence fundamental to our relationships with those we serve and those we serve with. This symbol intends to call forth the generous spirit of all who are part of the Memorial Family, depicted through Memorial stories, images and information like those you will find in this publication.

Generous Spirit Drives a Young Entrepreneur

When you're 12 years old, the idea of running a lemonade stand is usually part of a plan to buy yourself a bike, video games or some kind of electronic toy. But not for **Taylor Walpole**. This energetic adolescent had other ideas about what to do with the money he raised at Farmer's Fest in Rolling Prairie in August 2009. Taylor blended his entrepreneurial spirit and generous heart to operate a lemonade stand with the proceeds going toward helping kids with cancer.

“I saw how horrible cancer was for kids and I thought I could donate money to help them,” says Taylor from his La Porte home. “I thought they really needed the money more than I did.”

So in the summer of 2009, Taylor operated a lemonade stand and managed to raise \$300. Taylor's mother Jodi wanted her son to see first-hand how his money could impact the medical services for childhood cancer. Impressed by the fifth-grader's altruistic character, Memorial Health Foundation Senior Vice President **Reg Wagle** welcomed the donation of \$110 for pediatric cancer services and invited Taylor and his mother to visit Memorial. Taylor and Jodi toured Memorial's Newborn Intensive Care Unit, Pediatric Cancer Unit and The Ronald McDonald Family Room.



Taylor Walpole's business enterprise raised dollars for Memorial Children's Hospital.

“It makes me happy that I'm making a difference. It doesn't matter if you donate a penny, every action you do might cause someone else to help,” says Taylor.

Interested in learning about other creative ways to give to Memorial Children's Hospital, please call Memorial Health Foundation at 574-647-6613 or visit www.qualityoflife.org/foundation.

Generosity Abounds in the Arts

More than 200 people gathered in downtown South Bend this past spring for a widely popular annual event – 3rd Annual “Jazzed About Art.” Held at Trio’s Restaurant & Jazz Club on March 25, the event raised funds for Memorial Regional Cancer Center’s complimentary care services – massage therapy, healing touch, acupuncture, yoga and Pilates – a variety of services primarily benefiting cancer patients. These health care services are instrumental in helping to alleviate pain and fatigue associated with cancer.

“These services are not only relaxing, but they help cope with the side effects of cancer. They offer a more holistic approach in dealing with cancer,” says **Diana Custer**, Memorial Regional Cancer Center executive director.

Memorial leaders want to make the services available to as many cancer patients and others as possible at no cost because they understand the medical benefits they offer. “Jazzed About Art” raises money to help underwrite the cost of the instructors/massage therapists’ salaries. The kindness of so many throughout the community was key in generating close to \$12,000 at “Jazzed About Art.” A live auction featured a variety of original artwork, including paintings, sculptures and other handcrafted pieces, from local artists. Nationally renowned saxophonist **Danny Lerman** performed.



Danny Lerman performs at the 3rd annual “Jazzed About Art.”

Susan Coulter, a cancer survivor, was the event’s featured speaker. Coulter, the wife and mother of three boys, understands how important massage and other services can benefit someone afflicted with cancer. In addition to the health care enhancements the services provide, Coulter believes they offer an opportunity to build companionship with others fighting the same struggle.

“I hope ‘Jazzed About Art’ raises awareness that the services are beneficial to the overall well-being of cancer patients. The services have the ability to treat the whole person,” says Coulter.

If you would like to support Memorial Regional Cancer Center’s complimentary care services, contact Memorial Health Foundation at 574-647-6613 or visit www.qualityoflife.org/foundation.

Reach Out Club Gives Boost to Massage Program

Started through a grass-roots effort, Massage Therapy Services at Memorial Hospital has evolved into a significant component within the hospital in relieving the pain, muscle tension and nausea of cancer patients. Massage Therapy Services Coordinator and Staff Level II Massage Therapist **Jeff Nixa** has seen first-hand the relief and comfort massage therapy provides those stricken with cancer.

Nixa made a persuasive pitch to Memorial’s Reach Out Club, an employee directed giving program, for needed upgrades to the current facility, even providing a tour of the existing massage space earlier this year. He requested a \$5,000 grant, but the Reach Out Club would go much further, more than exceeding Nixa’s expectations. The Reach Out Club agreed to give \$20,000!

A newly dedicated massage therapy room will be completed in the new Memorial Regional Cancer Center, scheduled to open later this year.

“The new massage therapy area will be a huge benefit to the patients of Memorial and to the Community,” says **Kim Kinyon**, president of the Reach Out Club and Memorial Medical Group Purchasing Coordinator. “We know how much better the patients can feel when they receive physical touch. Memorial’s Reach Out Club is thrilled to be part of such a wonderful and exciting addition to the new Memorial Regional Cancer Center.”

The Road Less Traveled

When **Brandon Zabukovic, M.D.**, completed Memorial Hospital of South Bend's Family Medicine Residency in summer 2006, there was little doubt as to the medical care path he would forge in the years ahead. Holding strong to his Catholic beliefs surrounding social justice, Dr. Zabukovic, a University of Notre Dame undergraduate, felt compelled to utilize his talents as a family medicine doctor to help the neediest of our community. So after finishing the residency program, Dr. Zabukovic chose to work out of the Center for the Homeless.

"It's more than giving \$20 to the poor. It's actually going to the poor where they are at and being with them," says the Colorado native.

As a physician with Memorial Medical Group, he has been treating impoverished individuals at Memorial Neighborhood Health Center Central Clinic and Southeast Clinic for the last four years.

Dr. Zabukovic, medical director of both clinics, says he's got "an amazing job" that offers him everyday opportunities to address the health care needs of the homeless. He and his staff conduct physical exams, health screenings, immunizations, colonoscopy screenings, pediatric care and treatment for acute and chronic problems.



Brandon Zabukovic, M.D., reaches out every day to help those in need.

He spends time with his patients, learning the details of their lives – something he believes he's fortunate to do. Through relationship building, he has discovered in many cases that patients are destitute because of a "bad break" at a tough time.

The husband and father of two views himself as a role model for his children, though you won't hear any self-imposed lofty labels. He's just doing his job, and he holds no regrets about the direction he followed.

"Everyone of us (at Central Clinic and Southeast Clinic) could make a little more money or work a little less hard somewhere else, but we all see the value in this work. There's something that makes me feel good about what I do."



Jewel Abram-Copenhaver

Generosity Consultant Building Relationships

Jewel Abram-Copenhaver, a Memorial Team Member for the past 10 ½ years, is Generosity Consultant at Memorial Health Foundation. As Generosity Consultant, Jewel supports the Memorial caring spirit by educating team members to act as Foundation Ambassadors; stewarding relationships with donors, patients, their families and team members; networking and creating new alliances that move Memorial forward; and gathering and sharing stories of philanthropy and generosity to inspire a community in which "Generosity Heals."

A Way out of the Darkness

Cindy Bullens, a two-time Grammy nominated recording artist and songwriter, journeyed to South Bend this spring to share her powerful story about bereavement through word and song. The workshop entitled, “Somewhere Between Heaven & Earth: Grieving Out Loud,” featured Cindy utilizing her musical talents to express her thoughts about the death of her daughter Jessie.

While struggling to emerge from the abyss surrounding Jessie’s passing in 1996, Cindy began strumming the makings of a song that eventually formed a healing path out of her darkness. She was inspired to write and produce 10 songs that comprise her signature album, “Somewhere Between Heaven & Earth.” Cindy held two workshops at Indiana University School of Medicine – South Bend Raclin - Carmichael Hall May 21-22. The event was funded by the Humanities in Medicine Fund of Memorial Health Foundation. Cindy’s workshops, which evoked feelings of joy, sadness and humor, featured live music and open dialogue between her and the audience.

“I’m not a professor,” says Cindy. “I’m a bereaved parent who happens to be a professional singer and songwriter. My story is about the heart and not the head. This is what I do because of who I am, and this is what I’ve experienced.”

Those who attended the workshops left with a greater knowledge of how to cope with the death of a loved one, friend or patient through appropriate outlets. That was the hope of **Sandra Brown**, M.D., and **Dick Reineke**, M.D. (retired), who were instrumental in coordinating Cindy’s



Cindy Bullens

visit to South Bend. Both physicians believed the workshop was immensely helpful for medical professionals to learn creative outlets exist for their anxiety stemming from the death of patients.

“If we can try and help physicians decompress and develop artistic outlets, it can improve their effectiveness as doctors and lengthen their careers,” says Dr. Reineke.

Whether it’s writing, painting, sculpting or playing music, there are numerous ways in which physicians and other medical professionals can find a channel for their grief.

It’s that same abundant generosity demonstrated by Cindy that Memorial Health Foundation promotes in improving the quality of life of those who live in our regional community.

Reenergizing the Society

Oftentimes, non-profit organizations do not have the resources to fund training workshops or continuing education opportunities that can help bolster their ability to function effectively. But thanks to the generous and innovative vision of Memorial Hospital, organizations like the Society of Innovators of Northwest Indiana are benefiting from the abundant knowledge Memorial leadership is willing to share in helping the community.

The Society of Innovators of Northwest Indiana held a retreat entitled “Setting Strategic Direction” in Valparaiso on May 21. It was led by **Barbara Walsh**, M.S. Environic

Design Consultant, Organization Effectiveness at Memorial Health System. Memorial donated Barbara’s time to facilitate the three-hour session with members of the Society. This included her sharing knowledge about a multi-step process that engages participants in meaningful ways to build a “culture of innovation.” Memorial received enormously positive feedback from the Society, with members calling the retreat “transformative” and Barbara’s contributions being key in “reenergizing” the Society. Rather than simply donating money to a non-profit group, Memorial believes in donating unique resources that can build capacity and sustainability.

Leaving a Better Place for Children

The “Life of a Child Award” Luncheon in February celebrated the 10th Birthday of Memorial Children’s Hospital’s HealthWorks! Museum and recognized people whose contributions have been vital in improving the lives of children in long-lasting ways.

Bill and Katie Shields were honored for their lifetime of community service, highlighted by the founding of the high-tech learning theater at HealthWorks! called “Katie’s Learning Loft.”

“HealthWorks! is a fun way to learn. My parents think it is a wonderful experience for kids,” says **Barbara Byrum**, their daughter and also a founding partner of the Loft.

Retired Niles Teacher **Mike Squint** was honored at the event for his early leadership championing of HealthWorks! in public schools.

“By going to HealthWorks! the kids learned about making good decisions about their health,” says Mike, also known as “Mr. Science.”

Mike transformed the field trips to HealthWorks! into an ongoing learning opportunity that instilled in kids the importance of living healthy lives. Through the entire



Bill and Katie Shields

10 years of HealthWorks!, every Niles elementary student has visited it twice a year. Student data has been collected and tracked for weight, height and physical performance. With some of those students now in high school, a longitudinal study is determining whether lifestyle choices continue to be more positive.

These outstanding individuals are just a few of the many throughout the Memorial community who are contributing resources, effort and time to help children stay healthy now and for generations to come.

For ways you can give the gift of HealthWorks! to children, call Memorial Health Foundation at 574-647-6613 or visit www.qualityoflife.org/foundation.

Be Generous to Memorial, Let Uncle Sam be Generous to You

You have worked hard to accumulate assets throughout your life. It may be time for you to consider how best to structure some of those assets so as to better serve your family and your own legacy to our community. Consider these options as ways to optimize your effectiveness in both of those priorities:

1. **Cash.** Donations of cash are deductible if you itemize in the year of contribution.
2. **Bequests.** Leave a percentage of your estate to a Memorial cause of your choice and receive a tax deduction on your estate for the gift amount.
3. **Securities.** Give stocks that have increased greatly in value, particularly those producing a low yield. If you have owned them longer than one year, you will pay no capital gains tax on the transaction, and you can deduct the full fair market value.

4. **Trusts.** Charitable trusts are a great way to fund a gift during your lifetime and have you or your family receive income as well. Depending on what assets fund the trust, many tax advantages exist.
5. **Retained Life Estate.** You can transfer the deed of your personal or vacation home or farm to Memorial now and keep the right to live in and use the property for your lifetime. You will receive a current charitable deduction in an amount that is based on your life expectancy and value of the property.

Tax laws are ever changing, and the possibilities for giving transform regularly. We are always available to work with you and your professional advisors to create gifts that may benefit your family and help you meet your lifestyle and your philanthropic goals. Please call us at 574-647-2928. For more information about planning gifts to Memorial, visit our Web site at www.qualityoflife.org/foundation.

A Transformative Experience

Notre Dame's Sophomore Class Council held The Bald & The Beautiful: ND Fights Cancer! at the school April 21-23. A total of \$36,200 was raised for St. Baldrick's Foundation, a group that funds childhood cancer research grants. Notre Dame students and many others volunteered to have their heads shaved and long locks cut in solidarity with kids fighting cancer. A group of 295 people had their head shaved and 99 people donated eight inches of hair to Pantene Beautiful Lengths, an organization that makes wigs for patients.

Notre Dame partnered with Memorial Children's Hospital of South Bend. Thanks to more than 400 men and women who were given colored hair extensions at the event, \$5,300 was collected to support Pediatric Hematology/Oncology at Memorial Children's Hospital.

"It's inspiring to see young people harness their enthusiasm and look outside of themselves to do something for a group of people who are facing challenges," says **Timothy Griffin**, M.D. and medical director of Pediatric Hematology/Oncology at Memorial Children's Hospital.

Notre Dame sophomore **Catherine Soler** enjoyed seeing so many Irish students form personal connections with the young Memorial Children's Hospital cancer patients.



Timothy Griffin, M.D., was a loud, but willing participant at The Bald & The Beautiful fundraiser.

"By involving the kids in the fundraiser it makes you want to give back. It's a transformative experience for all of us," says Catherine.

Making Fun of Health

Step right up! HealthWorks! Kids' Museum has developed a whole new approach to health education, and the newest addition – Kohl's Fit Feastival – is packed with more fun than should be allowed! Thanks to generous support through the Kohl's Cares for Kids program, HealthWorks! has created a carnival of fitness and nutrition fun with the goal being to develop healthy behaviors among children.

Whether participants are supersizing their sports with the giant bowling and basketball games or snatching fruits and veggies at the 'Feeding Frenzy,' students get to take home a 'prize' that will last much longer than the typical carnival trinket. Kohl's Fit Feastival stations will be offered as outreach and at HealthWorks! beginning this summer.

"Kohl's is privileged to be a partner of Memorial Children's Hospital and Memorial's HealthWorks!," says Kohl's Spokeswoman **Andrea Kassel**. "Our South Bend area associates enjoy the year-round events that allow them to connect with and support the children of our community. The Kohl's "A-Team" volunteers choose to give

hundreds of hours of their time each year to HealthWorks!; which makes it possible for the Kohl's Cares for Kids (KCK) corporate program to give financial support to do even more the next year. The entire Kohl's team looks forward to continuing this partnership with HealthWorks! for years to come!"

To learn more about the exciting Kohl's Fit Feastival, contact HealthWorks! at 574-647-KIDS.

Kids will be able to play lots of fun games at Kohl's Fit Feastival.



Memorial Health Foundation Welcomes New Board Members



Sandra R. Brown, M.D. – Dr. Brown recently completed a term of service on the Memorial Hospital Board of Trustees. Senior physician of the OB/GYN Associates of Northern Indiana, she trained at the Indiana University School of Medicine and Indiana University Medical Center. She is the creator of the Kelly Brown Fund at MHF, which supports unique educational offerings for a growing number of Memorial employees.



Timothy C. Griffin, M.D. – Dr. Griffin is Medical Director of Pediatric Hematology/Oncology at Memorial Children’s Hospital. His medical training includes University of Michigan, Northwestern University and University of Texas Southwestern. He includes research in cancer survivorship care for adolescents and young adults as part of his vision for our children’s hospital.



Deborah A. Cafiero – Deb comes to serve on the MHF Board as she is preparing to retire from a 34-year career at AM General. Having served in a variety of leadership roles there, her most recent responsibility has been as Vice President & Chief Information Officer.

Charles S. Simon – Chuck is scion of the Simon families who immigrated in the last century to South Bend. Here they have led various major businesses and non-profit resources. Chuck and Lynda are supporters of Ronald McDonald’s service to families here at Memorial Children’s Hospital.



Shannon B. Cullinan – Shannon has emerged as a strong next-generation leader at the University of Notre Dame. His special assignments over the last few years have been directed primarily at building and growing Notre Dame’s innovation and continuous improvement capabilities. Assessment, cross-disciplinary approaches to strategy and new dimensions for collaboration are all included in his unique leadership.



Otha L. Reese – Otha’s professional career in public education has served our community for decades. She is currently the principal at Adams High School.



Debra Barton Grant – Debby is another such next-generation leader in our community. She currently serves as Executive Vice President of the Jewish Federation of St. Joseph Valley. As a young working mother, she also carries the DNA of a family that has made service to our community a tradition.



Delores F. Wilmoski – Delores is the newly elected president of the Memorial Hospital Auxiliary. She has given a lifetime of service as a volunteer and leader at Memorial.

Memorial Health FoundationSM

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Memorial Health FoundationSM Report to the Community



Community Pillar

African American Community Initiatives	5,125
Bendix Family Physicians	153,500
Diabetes Education	10,000
HealthWorks! – Membership Support	8,465
HealthWorks! Program Support –	
Kohl's Department Stores	85,567
HealthWorks! Scholarships – Reach Out Club	25,582
HealthWorks! – School Sponsorships	18,438
Memorial BrainWorks – Brain Health Education	31,038
Memorial Children's Hospital Car Seat Safety Program	5,235
Sunburst – Community Fitness Celebration	26,000
Total	\$ 368,950

Quality Pillar

Cardiovascular Education & Training	24,449
Frontiers of Medicine – Medical Education	25,138
Inpatient Facility Upgrades	4,232
Memorial Cancer Center – Patient Support Services	42,974
Memorial Childbirth Center	13,785
Memorial Children's Hospital – Child Life Services	53,455
Memorial Children's Hospital – Development	115,895
Memorial Children's Hospital – Diabetes Education	10,966
Memorial Children's Hospital – Other Support	5,352
Memorial Children's Hospital – NICU Research	68,740
NICRC – Cancer Research	645
Sports Medicine Symposium	8,400
Staff Education – Reach Out Club	37,051
Staff Education – Other	10,209
Vertical Screening Technology Upgrade –	
Reach Out Club	4,000
E. Blair Warner Family Medicine Residency Program	3,667
Total	\$ 428,958

Service Pillar

Bereavement Support	6,634
Memorial Children's Hospital – NICU Parent Room	
Renovations – Reach Out Club	13,334
Memorial Children's Hospital –	
Patient & Family Support	36,720
Memorial Children's Hospital –	
Pediatric Cancer Support	7,695
Memorial Children's Hospital – Ronald McDonald	32,973
Patient Family Hospitality Support – Reach Out Club	2,498
Total	\$ 99,854

People Pillar

Jeni Bishop Nursing Scholarship Fund	3,000
Memorial Team Member Support – Reach Out Club	26,319
Nursing Scholarships – Carlene Grube Trust	26,661
Nursing Scholarships – Chris and Ruth Steeneck	53,265
Nursing Scholarships – Epworth Memorial	
School of Nursing Alumni	9,236
Scholarships – Auxiliary of Memorial Hospital	20,537
Scholarships – Shields Family	24,031
“School at Work” Training – Kelly Brown Fund	535
Total	\$ 163,584*

Financial Pillar

Distributions to MHF Endowment	1,458
Life Insurance Premiums	1,958
Total	\$ 3,416

Growth Pillar

Leighton Heart & Vascular Center	1,104,326
Memorial Children's Hospital Redesign	28,000
Total	\$ 1,132,326
TOTAL DISTRIBUTIONS 2009	\$ 2,183,947

* An additional \$56,417 in scholarship funds was distributed from proceeds from The Chocolate Café lease.