

St. Luke's Health Care Foundation

bridges

winter 2008



Don't Turn Away Fund Raising Effort Crosses the \$3 Million Mark

The *Don't Turn Away* fund raising effort for St. Luke's Child Protection Center (CPC) has raised over \$3 million of its \$4.2 million goal.

"The support for this effort has been amazing and humbling," said Sue Tesdahl, director of the CPC.

"For 20 years these children have come to us, many of them devastated by the abuse they have experienced, and we have given them a safe place to tell their story and begin the healing process," Tesdahl said.

"This fund raising effort validates all of that hard work on behalf of these children," Tesdahl said. "Our entire staff is just so grateful to all of those who have stepped forward, and with their gifts, have said these kids matter and we want to help."

Several leading corporate citizens have contributed to the effort. Top donors include Alliant Energy, Apache Hose & Belting, Bank of the West, Cargill, Casey's General Store, Cedar River Paper Company, Climate Engineers, Culver's Lawn & Landscaping, Diamond V,



Pictured from left to right are St. Luke's Hospital President & CEO, Ted Townsend; St. Luke's Health Care Foundation President, Shannon Duval; CPC Director, Sue Tesdahl; St. Luke's Health Care Foundation Board Member and Alliant Energy Vice President, Linda Mattes; Alliant Energy Community Affairs Program Manager, Shelly Turner and Alliant Energy Foundation Vice President, Tom Aller.

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Your Gift DOES Make a Difference

Ever wonder how your gift to St. Luke's Health Care Foundation affects patients' lives? Patrick and Charlene Wilhelm witnessed first hand how gifts to St. Luke's Lifeguard Air Ambulance, Emergency Department and Rural Health Care Endowment work together to provide state-of-the-art healthcare.

In August 2007, the Wilhelms, of Blairstown, were preparing for a family trip to North Carolina to celebrate their 50th

wedding anniversary. While packing the car, Patrick suffered a major heart attack. The family called the Blairstown Emergency Medical Services (EMS). Once EMS arrived, they performed CPR on Patrick and used an Automatic External Defibrillator (AED) three times to re-start his heart.

While this was happening, Lifeguard Air Ambulance from St. Luke's was dispatched. On the scene, Lifeguard rescue workers stabilized Patrick for a short, nine minute

flight to St. Luke's Hospital. During the flight, information was relayed to the Emergency Department to begin diagnosis and treatment options.

At St. Luke's, Emergency Department personnel triaged and directed Patrick to the Cath Lab where doctors opened blood vessels in his heart that had been blocked, leading to his heart attack. Patrick remained hospitalized for 12 days and participated in St. Luke's Cardiac Rehabilitation program.

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(continued) *Don't Turn Away* Fund Raising Effort

Lil' Drug Store, Graham Construction, Hall-Perrine Foundation, KJWW P.C., Kleiman Construction, ME&V, Moyer & Bergman, OB-GYN Associates PC, Skogman Companies, St. Luke's Physicians & Clinics, St. Luke's Medical Staff, Surgery Center Cedar Rapids, Van Meter Industries, Wal-Mart and the Washington County Riverboat Foundation.



A group of girls enjoys refreshments at the Light the Avenue for Children Festival of Trees event sponsored by St. Luke's Auxiliary.

Two significant gifts have come from St. Luke's Auxiliary and St. Luke's Associates. The Auxiliary hosted two very successful Festival of Trees events on behalf of the Child Protection Center, which raised over \$70,000 for the *Don't Turn Away* effort.

St. Luke's Associates also stepped up with their annual I-Care campaign, raising over \$112,000 for the Child Protection Center.

To date, over 1,000 individuals and businesses throughout eastern Iowa have contributed to the effort.

St. Luke's Health Care Foundation is seeking to raise \$4.2 million to create a new home and establish a permanent endowment for the Child Protection Center.

The fund raising effort – *Don't Turn Away* – will allow the Child Protection

Center to relocate to a facility specifically designed for the needs of children.

The new Child Protection Center will be located on North Center Point Road in the former location of the Ralston Creek Gallery.

The Child Protection Center is one of four such centers in Iowa. Its staff works with professionals from area law enforcement agencies and the Department of Human Services to determine if child abuse has occurred. If the allegations are founded, appropriate actions are recommended by the team of professionals to ensure the children are safe and receive appropriate therapy and care.

In 2006, nearly 2,000 children were treated at the Child Protection Center from 50 of Iowa's 99 counties.

The new facility will be designed to comfort children, provide privacy for families and enhance confidentiality for team members as they conduct their investigations.

Gifts to the *Don't Turn Away* fund raising effort will help to protect children from the horrors of child abuse. ■

(continued) Your Gift DOES Make a Difference

Investments in St. Luke's Hospital allow for quality programs for patients. Gifts made to St. Luke's:

- Rural Health Care Endowment provides grant funds for healthcare projects that improve the health and wellness of rural residents. The Blainstown EMS received a grant from this endowment that purchased the AED, which was used on site to aid Patrick.
- Lifeguard Air Ambulance supplied critical lifesaving equipment and continued training for pilots, flight nurses and paramedics. Without Lifeguard, Patrick would have had a 45-minute transport to St. Luke's via ground transportation. Time is of the essence in surviving a heart attack.

- The Emergency Department, through the Opening the Doors campaign, will provide a modern facility with state-of-the-art equipment. Currently the Emergency Department is undergoing an expansion and renovation project.

Heart disease remains the number one cause of death in the U.S. In part due to gifts to the hospital, Patrick did not become a statistic. Instead, he will go on to celebrate his 51st wedding anniversary and take that family vacation to North Carolina this August.

If you are interested in giving to one of these programs please call Chris Krizek, donor liaison, at 319/369-7771. ■



Pictured above, Charlene Wilhelm encourages her husband, Patrick, during a cardiac rehabilitation session on the treadmill.

Turning 65?

St. Luke's Can Help Answer Your Medicare Questions

Turning 65 is one of life's milestones — like receiving your driver's license at the age of 16 or casting your first vote in a Presidential Election. When you turn 65 you become eligible for Medicare, which is a social insurance program administered by the U.S. government that provides health insurance coverage to people who are either 65 years and older or who meet other special criteria.

For many this milestone brings questions about Medicare plans, benefits and rights as well as a lot of paperwork.

What is SHIIP?

Fortunately, for Medicare beneficiaries in the State of Iowa, there is the Senior Health Insurance Information Program (SHIIP). Created in 1990 by the State of Iowa's Insurance Division, SHIIP — a free service — has helped thousands of Iowans sort through confusing health insurance information.

St. Luke's Hospital has been a sponsor of SHIIP since 1990 and has a team of 11 SHIIP counselors available to help answer clients' Medicare questions. In 2007, St. Luke's Health Care Foundation took over the leadership role of SHIIP for St. Luke's.

"All SHIIP counselors go through an intensive training program," said Tonya Arnold, coordinator of SHIIP for St. Luke's. "They are knowledgeable on Medicare and insurance in general. They are dedicated to helping their clients find the best and most economical plan to fit their needs."

"Prior to turning 65, individuals will receive an enormous amount of paperwork from various insurance companies and agents 'selling' their plan," said John McDonough, a SHIIP Counselor at St. Luke's since 1995. "SHIIP counselors help clients sort through the paperwork, telling them what

is important to keep and what to throw away. We don't sell insurance or recommend policies, agents or specific companies. We provide a non-biased view and give our client options on what they can do."

"SHIIP counselors never make decisions for their clients. We assess the client's needs and can run cost comparisons for Medicare supplements, Advantage and prescription drug plans," McDonough said. "Through these cost comparisons, we are giving clients the tools needed to make an educated decision on their healthcare. In 2007, 85 percent of the prescription drug plan comparisons I completed saved clients money."

SHIIP in Action

For Judy Chadima, working with McDonough was helpful and a welcome relief. She brought in bills and receipts from her and her late-husband's fights against cancer.

"John organized my bills and told me what I needed to pay," Chadima said. "Everything was perfectly put together. I don't understand insurance, but John is well-versed in insurance and was able to explain everything to me so I understood."

Chadima tells all of her friends about SHIIP. "This is a wonderful and amazing program," Chadima continues. "I came back to SHIIP this fall to work with John on my prescription drug plan. Again, John helped me, and I was able to save money on my monthly premiums."

St. Luke's SHIIP office is open 8 a.m. to 4 p.m., Monday – Thursday; 8 a.m. to 1 p.m. on Friday and 9 a.m. to noon on Saturday. To make an appointment, please call 319/369-7475. ■

SHIIP can help you answer questions such as:

- I'm retiring. What kind of health insurance do I need?
- I can't make sense of my Medicare statements and medical bills. What do I do next?
- I've been considering long-term care insurance, but is it a good option for me?
- Do I need a Medicare supplement policy?
- How can I help my parents with health insurance?



Pictured above are Judy Chadima and John McDonough, SHIIP Counselor at St. Luke's. McDonough has been a SHIIP counselor for 13 years at St. Luke's.

St. Luke's Says Goodbye to Key Leaders

In 2007, St. Luke's Health Care Foundation marked its 30th anniversary. It was a year to celebrate successes and the significant impact the Foundation is having on the hospital and the health of eastern Iowans.

This success would not have been possible without the visionaries who believed in the work of the Foundation in its early days and continued to support it throughout their lifetimes. Unfortunately, while 2007 was a year of great achievement for the Foundation, it also was a year that saw the passing of several individuals who were key to the Foundation's success.

In this space we would like to honor and remember eight friends who passed in 2007.

Huron "Cookie" Adams 1910 – 2007



Cookie was always quick with a smile and enjoyed visiting about anything and everything to do with golf. Born in Canada, he and his nine siblings moved to Wisconsin where they lived on a

dairy farm. Cookie served in the Navy in World War II. He was the supervisor of maintenance for the Cedar Rapids School District. While he and his wife, Mary, never had children he had many nieces and nephews, including a niece who graduated from St. Luke's School of Nursing. That was his first connection with St. Luke's and he always boasted of a great relationship with nurses. He said that he wanted to make sure his wife always had a source of income, so in 1996, Cookie established a scholarship fund for nurses at St. Luke's with a gift annuity. After his wife passed, Cookie continued to add funds to the endowment. Thanks to his generosity, starting in 2008, several nurses will benefit from a scholarship in his name annually.

Glenn Brown 1923 – 2007

Glenn Brown served on the St. Luke's Health Care Foundation Board of Directors for several years in the late 80s and early 90s. He was a member of the planned giving committee and most recently assisted with the Rural Health Care Endowment program. As a farmer near Olin for most of his life, he had key insights to the needs of people who live in rural areas and was a valuable resource during the grant making process. He was involved in the campaign to purchase the Lifeguard helicopter. Glenn became an honorary board member after he completed his term. He was also a member of the Koehler Legacy Society.



Glenn Brown, left, and Merlin Hulse enjoy refreshments at the St. Luke's Health Care Foundation President's Council meeting at the Cedar Rapids Country Club in June of 2007.



Al Gravelie and Foundation President Shannon Duval at the 2006 Koehler Legacy Society luncheon.

Al Gravelie 1916 – 2007

In 2006, Thursdays at St. Luke's Health Care Foundation suddenly got a little brighter. Those were the afternoons that Mr. Gravelie volunteered in the Foundation office. Mr. Gravelie brought a lot to the office – an insider's knowledge of Zach Johnson's golf game and a tremendous work ethic. (Mr. Gravelie often had to be reminded it was 5 p.m. and time to go home.)

But his relationship with the Foundation did not start in 2006 with his volunteerism. It started in the late 80s when he and his late wife, Mibbs, as he liked to call her, began donating to the hospital. They supported a myriad of projects and programs including the Cardiac Care Unit, Hospice, the general fund and the Child Protection Center. After Mibbs passed away, he continued his generous ways by making two major gifts through gift annuities. Again they focused on areas he cared about – the Cardiac Care Unit and the Child Protection Center. Mr. Gravelie believed in giving back, and he achieved that through his work with and generosity to St. Luke's Health Care Foundation.

Vyrl Justice

1920 - 2007



Since St. Luke's Health Care Foundation began in 1977, Vyrl and Martha Justice have been champions of support with both their time and financial gifts. They have contributed to all major projects in the hospital including Surgicare, ICU, Lifeguard, Child Protection Center, Easy Street, Hospice, the Campaign for Excellence (Nassif Heart Center and Helen G. Nassif Center for Women and Children's Health) and numerous gifts to the general fund.

They also spearheaded the total renovation of St. Luke's Chapel, a project they completely and exclusively funded.

Vyrl served on the Foundation board from 1981-1990. In 1998, the Foundation awarded the Justices with the Founder's Award, which recognizes an individual's significant impact on healthcare in our community by displaying leadership and devotion.

Russell Knapp

1908 - 2007



Russell Knapp served on the St. Luke's Hospital Board for 33 years, chairing its building committee for eight years and serving on the executive committee for 19 years. He was vice chairman of the finance committee, nominating and audit committees.

He was instrumental in the creation of St. Luke's Health Care Foundation in 1977. He and his wife, Louise, were key donors to many areas including, Lifeguard, Intensive Care Unit, nursing education, Hospice, SurgiCare and the Campaign for Excellence (Nassif Heart Center and Helen G. Nassif Center for Women and Children's Health). He was a member of the Koehler Legacy Society and received the St. Luke's Founder's Award in 1983. This award recognizes his involvement and leadership in healthcare benefiting eastern Iowans.



Mary Koehler's quick wit elicits a chuckle from St. Luke's President & CEO Ted Townsend at the 2006 Koehler Legacy Society luncheon.

Mary Koehler

1920 - 2007

Mary was a dear friend to many Cedar Rapids organizations, but she held a very special place in the heart of those of us at St. Luke's. Mary and her husband, Carl, moved to Cedar Rapids from California in 1988 and we were very fortunate that she chose St. Luke's as the focus of her many talents. Mary first volunteered at St. Luke's by editing the Foundation newsletter, Catalyst. Her husband, Carl, served on the Foundation Board of Directors and together they made significant financial contributions to a number of a hospital projects including the Child Protection Center, Easy Street, Lifeguard and Hospice.

In 1994, Carl and Mary received the Foundation top award for leaders, the Founder's Award.

After Carl's death in 1996, Mary continued as a volunteer editor of Legacy Now, the Foundation's newsletter on planned giving. In 2003, Mary made a significant gift to start the Koehler Legacy Society, which encourages donors to remember St. Luke's with estate or planned gifts arranged during their lifetime. In 2006, she also contributed funds to create the Carl & Mary Koehler Healing Garden on St. Luke's Campus.

Bill Quarton

1903 - 2007



It is stating the obvious to say that Bill Quarton had and, through his giving, will continue to have a tremendous impact on Cedar Rapids and St. Luke's Hospital. Bill was involved with St. Luke's for 26 years. He served on the hospital board of directors, was a donor and a member of the Koehler Legacy Society.

Bill's philosophy on giving can best be summarized by a comment made in a note he wrote to St. Luke's Health Care Foundation in 1995. He said, "I feel very keenly that it is the job of all interested in philanthropy in Cedar Rapids to sell the idea that each of us in our own way – either in service or money – owes something to make Cedar Rapids an outstanding city now and in the future."

Bob Yaw

1913 - 2003



Bob loved to brag that he started his friendship with St. Luke's when he was born in the hospital in December of 1913. Bob became a leader at St. Luke's when he joined the hospital board and eventually became board chair. During his tenure, he saw a need for the hospital to have a Foundation.

His foresight led to the establishment of the Foundation in 1977. He took it upon himself to gather leaders from the Cedar Rapids area to build a Foundation that gave people the opportunity to make contributions and serve the healthcare needs of eastern Iowans.

Thanks to his tireless work on behalf of St. Luke's and the Foundation, he received the Founders Award in 1987.

In 1998, he established the Yaw Endowment, which provides scholarships for children of St. Luke's Associates who desire additional education at a college, university or accredited technical business trade school. Since that date, hundreds of students have received funds to help them with their educational pursuits.

St. Luke's Health Care Foundation Receives Farm Bureau Gift

St. Luke's Health Care Foundation is the recipient of a \$20,000 gift from the Iowa Farm Bureau Federation. The money will go towards the Robert Joslin Endowment for Rehabilitation.

Since the creation of the Robert Joslin Endowment, the fund has helped provide:

- Continuing education for St. Luke's physical medicine and rehabilitation therapists;
- A transitional apartment setting that allows rehabilitation patients to gain the confidence they need to live an independent life;
- The Balance Master that assists patients with balance issues, and
- The establishment and remodel of the Joslin Education Room.



Pictured left to right: Craig Lang, President of Iowa Farm Bureau Federation; Milly Joslin; Guy Peterson; Stan Herr; Mary Lang; Gary Fedler; Sally Gray; Ted Townsend; and Ed Kemp

Mahany Award Recognizes Care and Commitment



Karen Woeste, PT at Therapy Plus and Suzanne Johannes, PT at Witwer Children's Therapy recently won the Mahany Award for demonstrating great care and commitment to their patients.

The Ronald L. Mahany Award was established by Ron and his family through St. Luke's Health Care Foundation.

It was founded in gratitude for the care Ron received as a St. Luke's Physical Medicine and Rehabilitation patient. Ron passed away in 2002. ■

Pictured left to right: Pam Mahany, Ron's widow; Gene Mahany, Ron's father; Karen Woeste, Therapy Plus; Suzanne Johannes, Witwer Children's Therapy and Joe Linn, director of Physical Medicine and Rehabilitation.

Murphy Memorial Raises Funds for Hospice

On Thursday, August 16, 2007, St. Luke's Hospice was presented with a donation of \$4,830 from Rick Murphy, President of the Murphy Memorial Charitable Golf Tournament. The 8th Annual Murphy Memorial Charitable Golf Tournament was held on June 16, 2007 at the Vinton Country Club. The Murphy Memorial began in 2000 to honor several family members who faced the challenges of cancer. This was the fourth year that St. Luke's Hospice received a portion of the proceeds and the third year that Hospice participated in the event. The generous donation will benefit St. Luke's Hospice patients and families. ■

Pictured from left to right: John Sheehan, St. Luke's executive vice president and chief operating officer; Rick Murphy, president of the Murphy Memorial; Stephanie Anderson, director of Palliative Care and Hospice; Melissa Mensen, Hospice marketing representative and Chris Krizek, St. Luke's donor liaison



A Tradition of Generosity

The annual Koehler Legacy Society luncheon was held on October 22, 2007 at the Clark Alumni House on the Coe College Campus. The event was well attended and the featured speaker was Eddie Thompson, CEO of Thompson & Associates in Nashville, TN.

The Koehler Legacy Society is a recognition program that encourages donors to remember St. Luke's Health Care Foundation with estate or other planned gifts arranged during their lifetime. This program also honors those who have already taken that step. Creation of this program not only acknowledges Carl and Mary Koehler's generous spirit, but also continues the tradition of healing for tomorrow's patients at St. Luke's Hospital.

Koehler Legacy Society members have an ongoing relationship with St. Luke's Health Care Foundation and, as partners, are advised of special events, projects and plans. A special Koehler Legacy Society event is held each year.

To join the Koehler Legacy Society, a donor or the donor's attorney or financial advisor, must notify St. Luke's Health Care Foundation that it has been included in the donor's estate plans. ■

The Koehler Legacy Society is a recognition program that encourages donors to remember St. Luke's Health Care Foundation with estate or other planned gifts arranged during their lifetime.



Lileah and Dr. Percy Harris pose for a photo before lunch.



Long-time St. Luke's friends and supporters, the late Ortha Harstad and Greg Neumeyer.



St. Luke's Health Care Foundation Board member Nancy Skogsbergh and speaker Eddie Thompson.

Thank you!

In our 30th year, St. Luke's Health Care Foundation had a record number of donors. For the first time ever, over 3,000 people made a gift to St. Luke's. Thank you for making history with us!

St. Luke's Joins Other IHS Affiliates to Host Event in Arizona

St. Luke's Health Care Foundation joined other Iowa Health System affiliates to host an outreach event in Scottsdale, Arizona on February 12, 2008. The event brought together Iowans who winter or now live in Arizona for an update on their hometown hospital.



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New Board and Staff Members



Terri Christoffersen is the past chairperson of the St. Luke's Hospital Board of Directors, where she served as a board member for seven years. She is on several boards in the community including Mt. Mercy College, United Way and Waypoint. Terri is a registered nurse.

Kim Brokaw is a long-time community volunteer and entrepreneur. He and his wife Katherine have two children, Jack and Kate.

Steve Hancock joined Iowa Health System and St. Luke's Health Care Foundation as a prospect researcher. Steve was previously employed by Bethesda in Watertown, Wisconsin. He has a Master's degree from Florida State University.

On the Web

Check out the St. Luke's Health Care Foundation Web site at www.stlukescr.org/foundation

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