



Memorial Foundation ♦ Joe DiMaggio Children's Hospital Foundation

CHRONICLE

FALL 2005



AN INVITATION TO INVEST IN YOUR HEALTHCARE

Jeff Conine Opens Door to Conine Clubhouse Grille

Lots of folks were grillin' and chillin' on Sunday, August 14, as Florida Marlin Jeff Conine opened the doors to the new Conine's Clubhouse Grille restaurant. Located on Sheridan Street in Hollywood, the Conine Clubhouse Grille's "opening day" benefited Joe DiMaggio Children's Hospital.



Special Assistant to the Marlins' Team President and Baseball Hall of Famer, Tony Pérez, with his wife (L) and Conine's Clubhouse Grille Manager, Ruth Westrick (R).



Conine's Clubhouse Grille Owners Bob McCarthy (L) and Howard Shiller (R), with Cindy and Jeff Conine and Restaurant Manager Ruth Westrick (R), welcome guests to CCG's opening night.



Executive Director of the Memorial and JDCH Foundations, Lynn M. Croneberger, CFRE, and Foundation Board member, Susanne Cornfeld Hurowitz.



Marlins' pitcher Josh Beckett (C) with Dick and Carol Sharp from the Hollywood Rotary.



BIG 105.9FM morning-show DJs, Paul Castronovo (L) and Young Ron Brewer (R), with Jeff Conine (C), provided colorful commentary and helped raised money during the auction as well as hosted the festivities for the evening.



From Left: Memorial Healthcare System's CEO, Frank V. Sacco, FACHE; Al Gil; Former Commissioner John Primeau; and Nick Sacco.



Paul (C) and Young Ron (L) from BIG 105.9 FM present Jeff Conine (R) with the collectible Paul and Young Ron bobble head.



The Fernandez Family enjoys a moment with Florida Marlin Jeff Conine.

Erin Brockovich Speaks at the DCOTA

On Tuesday, October 11, Memorial Foundation's *Rodenberg Lecture Series* presented environmental activist Erin Brockovich at the Design Center Of The Americas (DCOTA).

Brockovich presented a fascinating talk about *The Power of One*, during which she described her personal experience with her now-famous environmental lawsuit, how it relates to everyday life, and how people working together as one can achieve dramatic success.

In 1991, as a struggling single mother, Brockovich was working as a file clerk at a Southern California law firm, Masry & Vititoe, when she came across disturbing medical records in a real estate case's file. She decided to look into the matter, and her investigation unearthed proof that toxic leakage from the Pacific Gas and Electric Company had been endangering the lives of many living nearby. In 1996, resulting from a direct action lawsuit, spearheaded by Brockovich and Ed Masry, the utility was ordered to make the largest toxic tort injury settlement in U.S. history. She now serves as Director of Environmental Research for Masry & Vititoe, and her



Rodenberg Lecture Series speaker Erin Brockovich (C) meets Gary A. Birken, M.D., Chair of the Memorial and JDCH Foundations, and Lynn M. Croneberger, CFRE, Executive Director of the Memorial and JDCH Foundations.

story was dramatized in the box office success, *Erin Brockovich*, starring Julia Roberts. She also has received a number of awards and honors for her continued work for the environment.

A VIP reception with Ms. Brockovich immediately followed the free presentation, with proceeds benefiting the Memorial Foundation's Dr. Thomas A. and Joan Rodenberg Endowment.

In addition to the Rodenberg Endowment, Brockovich's appearance was also made possible by the Memorial Cancer Institute, Memorial Breast Cancer Center, and Memorial Women's Imaging Center. The Rodenberg Endowment established the lecture series seven years ago so that educational programs about women's health issues could be presented annually.

CHRONICLE



*Frank V. Sacco, EACHE
Chief Executive Officer
Memorial Healthcare
System*

So much in this issue focuses on wishes – for health, for donations, for success. As CEO of the Memorial Healthcare System, I am honored to work in the company of so many caring professionals who every day use exemplary skill, knowledge, and compassion to turn these wishes into realities.

As I reflect upon the past year, I take a lot of pride in all that has been accomplished by the entire MHS team. The year 2005 was a tumultuous one, filled with many challenges, many surprises, and many successes for us as a community and as a nation.

Our entire MHS team rallied when Hurricane Wilma struck South Florida. Following an already impressive performance response to the Gulf Coast's Hurricane Katrina, when critically injured and sick patients were airlifted to three of our facilities, MHS employees proved once again why they are "simply the best." I personally witnessed many acts of heroism and heard of many, many more. Our physicians, nurses, and support staff jumped into action during the storm, and made sure there was no compromise in patient care. And the caring continues as we have implemented our *Heroes With Hammers* program to assist our employees who suffered significant damage to their homes.

May 2005 saw the opening of the new Pediatric Emergency Department at Joe DiMaggio Children's Hospital. Designed with children's comfort in mind, the new ER not only boasts 23 patient rooms with televisions, an indoor play area, and an outdoor playground, but also an emergency team of board-certified physicians, pediatric nurses, and state-of-the-art medical equipment where the most serious of emergencies can be managed.

We were also fortunate in 2005 to see a rise in the number of gifts made to the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation. While tragedies like Katrina and Wilma made us all reach outside of our borders, it also reminded many of our friends and neighbors of the daily life-saving work being done at MHS. The Foundations received gifts ranging from \$1 to \$1,000,000 this year – each one of them important to the continued success of the organization.

Even with all of our triumphs, our team is never one to rest on its laurels. We also never take for granted the outpouring of support from our friends throughout South Florida. Thank you for playing a part in making our wishes come true – to be your choice for all of your healthcare needs, and to remain a world-class model of excellence.

Lotsy Dotsy Friendraising and Fundraising for JDCH

I want a loud answer to this question... Who's your favorite clown? – Bozo the Clown

Unfortunately for Bozo, if he were to ask that question here at Joe DiMaggio Children's Hospital (JDCH), it wouldn't be his own moniker shouted back at him. It would be the name of the clown who has been making countless patients and families laugh out loud and smile through tears since 1986... our very own, Lotsy Dotsy.



Lotsy Dotsy and Nick Masi, Ph.D. (far L), Director of Family-Centered Care at JDCH, are presented with a check from members of the Village Landlords.

Also known as Linda Herbert, a former respiratory therapist who worked in the Memorial Healthcare System, Lotsy began volunteer clowning at the hospital more than 19 years ago. As her smile and activities became more and more important to the kids she was visiting every day, Lotsy began to contemplate a career move into full-time clowning. But it wasn't until her clowning partner tragically died of cancer and she received a heartfelt plea from a young friend did she seriously consider the option. "A little girl we were treating was in and out of the hospital often and wondered why I wasn't there all the time. I told her I needed to work as well as clown. She said to me, 'But if you were Lotsy all the time, you could take care of my mommy. She's sad all the time.' It got me thinking about the possibilities and what's important in life."

So, when JDCH opened in 1992, the administration offered Lotsy a full-time clowning position... a prescient move, given that a study presented in the latest edition of the journal *Pediatrics* concluded that clowns significantly reduce the anxiety levels of children and families. Patients and their families are treated to visits with Lotsy, complete with games, balloons, bubbles, and an empathetic ear.

In addition to Lotsy's daily life- and soul-saving activities, she is also an advocate of the hospital, speaking at many charity auctions, functions, and events. Recently, Lotsy attended the *Southern Regional Gathering 2005* of the collectors of the Department 56 Villages, where JDCH was one of two charities selected to be the recipients of the conference's fundraising efforts. Lotsy has been a guest at the gathering since 1998 when she was introduced to the group by the Village Landlords, a local chapter.

"The first year I attended the event, we were presented with a check for \$250," recalled Lotsy. "This year, I was asked to tell a story before the auction for the grand prize. I told our friends about a little boy named Dylan who, when he was 2, was at JDCH receiving treatment for leukemia, and he was enraptured by the holiday display the Village Landlords had put up in the hospital. He just loved it. Unfortunately, Dylan had to re-visit us when he relapsed at 4 years old, and the first time I saw him, his first question to me was, 'Where is the display?'" Because of Lotsy's heartfelt words and the generosity of the convention attendees, this year's donation to JDCH was \$10,000, which was earmarked for Lotsy's own Clown Fund at JDCH Foundation.

P.T. Barnum once said, "Whatever you do, do it with all your might. Work at it, early and late, in season and out of season, not leaving a stone unturned, and never deferring for a single hour that which can be done just as well now." Or, in Lotsy's words, "Sometimes I feel like I can't come back, but that next day I get up and I get dressed and I get that inspiration because of the kids I work with, that I'm privileged to work with. So, I do it in their memory and in their honor. And, I feel like as long as I do it for that reason, it's got to be good."

Lotsy Dotsy was recently featured on WTVJ Channel 6's *Spirit of South Florida* segment. The station's Tony Segreto tried to keep up with the very busy Lotsy throughout a day of visiting the patients at JDCH. What makes this honor so special is that Lotsy was nominated to be featured in the *Spirit of Healing* by a parent of a child being treated at JDCH.

Tax-Assisted vs. Tax-Supported

Memorial Healthcare System relies on community support to deliver the highest quality healthcare services to everyone – regardless of a person's ability to pay.

Unlike tax-supported hospitals that receive major public funding, Memorial Healthcare System is tax-assisted with less than five percent of its total revenues coming from taxes. While tax revenues help support our charity care initiatives, they cover less than twenty percent of the cost of total uncompensated care. The remaining amount must be funded from community support and other sources.

That's why we depend on the support of our community and your generosity to continue our mission of providing the finest quality of care.

Call for Nominations: Spirit of Healing Awards

Do you know someone who gives back to the healthcare community in special ways? Someone who often puts the needs of others before him- or herself? Someone who embodies the "spirit of healing?"

The Memorial and Joe DiMaggio Children's Hospital Foundations are pleased to announce we are now accepting nominations for the 2006 *Spirit of Healing Awards*. These awards are presented to individuals who have worked with the Memorial Healthcare System, and whose selfless actions have impacted the health and well-being of our community.

To assist our committee in evaluating your nomination, please fill out this form and attach a narrative explaining why the nominee is worthy of receiving this award. Your nomination should include the following information with specific examples:

- Excellence and accomplishments within his or her profession;
- Contributions (monetary and/or in a volunteer capacity) to the community;
- Involvement with the Memorial Healthcare System; and

- Commitment to the mission of the Memorial Healthcare System "to provide quality, cost-effective, customer-focused healthcare services to its patients, regardless of their ability to pay, with a goal of improving the health status of the community it serves."

Please fill out this form completely and return it with your attachment before January 31, 2006 to:

Spirit of Healing Awards

Memorial and Joe DiMaggio Children's Hospital Foundations
3435 Johnson Street
Hollywood, FL 33021

Award recipients will be honored at the Foundation's annual *Circle of Friends Reception*, to be held in the spring. The *Circle of Friends* is made up of those donors who make annual gifts of \$500 or more to the Memorial or Joe DiMaggio Children's Hospital Foundations.

For more information, please call the Foundation at (954) 985-3454.

Gary A. Birken, MD
Chairman
Memorial Foundation
Joe DiMaggio Children's
Hospital Foundation



This issue features our annual *Wish List* in which we ask our colleagues in the Memorial Healthcare System to contribute their needs for the upcoming year. Even a healthcare system as fiscally sound and skillfully managed as MHS is always in need of extra tools and technology to assist our doctors, nurses, administration, and support teams provide the highest levels of services possible.

The items listed in the *Wish List* may not have the appeal or visibility of supporting a new building or research program, but the subjects on this eclectic list – from an Electrophysiology Mapping System for the Cardiovascular Suite to *Where's Waldo?* books in the Child Life Department – are of absolute necessity to help create the building blocks of excellence you expect from Memorial Healthcare System.

From a physician's viewpoint, being able to use the most up-to-date surgical or diagnostic technology means you can practice medicine on a national or an international level, not letting geography prevent you from being the best doctor your patients deserve. From a nurse's viewpoint, having the most innovative medical equipment and training tools available means patient-focused care becomes just that. And from a patient's viewpoint, safe, quality healthcare is available regardless of his or her ability to pay.

With your donation to the Memorial Foundation or Joe DiMaggio Children's Hospital Foundation designated toward an item on this list, you actively become a part of our mission to improve the health status of our community one person at a time.

As we approach this time of the year, we at the Memorial and Joe DiMaggio Children's Hospital Foundations are evermore aware that no wish can be granted without the support and kindnesses of donors like you. We thank you for your ongoing beneficence, and hope you and your loved ones enjoy a safe and happy holiday season.

Today's Date _____

Nominee _____

Nominee's Address _____

Nominee's City _____ State _____ Zip _____

Nominee's Phone _____ E-Mail _____

Your Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

The staff of the Memorial and Joe DiMaggio Children's Hospital Foundations wish you and your loved ones a very healthy and joyous holiday season.

CHRONICLE

"When You Wish Upon A Star, Your Dreams Come True"

*When you wish upon a star,
makes no difference who you
are, anything your heart desires,
will come to you...*

-Jiminy Cricket

So many of us are familiar with the story of *Pinocchio*, written by Carlo Collodi and immortalized on film by Walt Disney. The emotional thrust of the story deals with Pinocchio's fervent desire to fit in and become a "real boy," and his father Gepetto's wish to have a living, healthy son. Guided by his conscience in the form of the cricket, Pinocchio wishes upon a special star and the wishes come true.

As we approach the holiday season, those of us working in the many different areas of the Memorial Healthcare System witness many of the same hopes and desires as illustrated by this famous story... parents hoping for a child's recovery or a teenager desperately dealing with the struggle between fitting in and doing what's right. We also see so much more: a woman anxiously waiting for the results of a mammogram; families waiting in desperate silence in the ER; or adult children determining the best course of care for an aging parent.

*If your heart is in your dream
No request is too extreme...*

This is why at this time of the year, we ask our supporters to become the stars. If you are thinking about making a holiday or year-end gift to the Memorial or JDCH Foundations, please consider designating your donation towards the purchase of one of the items listed below. The following *Wish List* was compiled by our staff, and indicates those needs in each department that would assist the professionals of the Memorial Healthcare System in continuing to provide state-of-the-art, compassionate healthcare.

Please use the coupon on page 6 to make your gift and send it in the enclosed envelope. You may also give this gift in honor or in memory

of a loved one, and we will notify the recipient with a lovely card.

*When you wish upon a star
Your dreams come true.*

Note: The comments, suggestions, and heartfelt testimonials in italics have been provided by the staff of the Memorial Healthcare System to highlight the importance and impact of donations made toward these much-needed items.

MEMORIAL REGIONAL HOSPITAL

Surgical Devices

As you are aware, surgical technology advances at record speed. Each new day presents a vast array of new equipment and services to assist with the complexity of surgical intervention. The wished-for equipment below has the vast potential to increase effective and efficient surgical intervention:

OEC Mini C-Arm - \$75,000
CRW Radionic Head Frame - \$110,000

This system is utilized for frame-based stereotaxy for use in such applications as brain tumor biopsies and Deep Brain Stimulation (DBS) implantation for movement disorders such as Parkinson's Disease.

Neuro Soft Tissue and Bone Aspirator - \$100,000
This equipment will be utilized by Neuro Surgeons and Pediatric Surgeons to assist with the removal of craniovault bone tumors as well as soft tissue malignant and benign tumors of the brain. The introduction of this technology has allowed a safer surgical approach to surgical excisions of brain tumors by shortening the length of the procedure.

Medical Intensive Care Unit

Waiting Room Area Re-Furbishment - \$30,000

Some of the sickest patients in our organization are cared for here. This is a time of great stress and anxiety for the family and friends of our patients. We would love the opportunity to create a family-centered environment conducive to the needs of those experiencing the anxieties of having a critically ill loved one in our hospital.

Labor and Delivery Department

Infant Resuscitation Warmer (2) - \$11,000/each

We have more than 4,000 births per year at Memorial Regional Hospital. This large volume stresses the equipment of the Labor and Delivery Department.

Antepartum Unit

Fetal Monitors (3) -- \$12,500/each

Laboratory Services

Slide Labeling System - \$30,000
Microwave Tissue Processor - \$20,000

Verify Now Instrument - \$5,500
For monitoring aspirin resistance.
Microscope - \$9,000
Reference Books - Special Coagulation Studies - \$200
Centrifuge - \$6,000
Reagent Freezer - \$10,000
Books and Toys for Pediatric Drawing Area - \$50

Outpatient Behavioral Health

STEPS Adolescent Day Treatment Program

New Dining Room Furniture
DVD Player
DVDs (G, PG, and PG-13)
Substance Abuse Prevention/Treatment
Videotapes, Workbooks, Literature, Posters
This is therapeutic activity/group material for our teenagers in treatment.

Adult Outpatient Behavioral Health Programs

DVD Player
DVDs
Substance abuse Prevention/Treatment and Mental Health Videotapes, Workbooks, Literature, Posters
This is therapeutic activity/group material for our adults in treatment.

Rebel's Drop-In Center

Art Frames
Canvas
Leather Craft Supplies and Tools
Items needed for our consumer-run drop-in center for individuals with mental health and/or substance abuse problems.

Inpatient Behavioral Health

Dining Room Tables & Chair (2 sets) - \$2500/each
Board Games for Children and Adolescents
Arts & Crafts Supplies for Children and Adolescents

Fitness and Rehabilitation Center

Donations to the Cancer Recovery Scholarship Program
This unique program provides qualified patients with a free, two-month membership. This includes an integrated rehabilitation plan, access to all aerobic classes, use of all cardiovascular and strength-training equipment, and peer counseling with Cancer Counselors.

Studio Pilates Reformers (7) - \$15,365

MEMORIAL HOSPITAL WEST

2-Central

Dinamap BP Procure Series, Pulse, Turbo Temp Probe, SPO2 w/Pole - \$2,795
Transport Telemetry/Defibrillator Monitor - \$10,000

6-Central

Transport Telemetry/Defibrillator Monitor - \$10,000

Cardiopulmonary

Nihon Kohden EKG 9200 w/Digital Video System - \$44,000

Cardiovascular Suite

Electrophysiology Mapping System - \$360,000

Critical Care

Camino ICP Monitor - \$10,000

Endoscopy

Physician Dictation, Documentation and Archiving System - \$150,000
Bravo - pH monitoring System - \$50,000

Environmental Services

Automatic Floor Scrubber - \$5,980

ER - Adult

Obstetrical Doppler and Cart - \$825
Ultraviolet Eye Exam Light - \$350
Rolling Manual Blood Pressure Cuffs - \$175
Blanket Warmer - \$6,880
Mobile GYN Cart - \$8,000

Laboratory

High Speed Microprocessor Centrifuge - \$2,866
TSCD Sterile Tubing Welder - \$9,100

Medical Oncology

Proxima and Laptop - \$5,000

Mother/Baby

Fetal Monitors (2) - \$17,000/each

Neonatal Intensive Care Unit

Autosyringe AS50 (10) - \$2,595/each
Phototherapy (2) - \$5,325/each
Giraffe Incubators (5) - \$20,813/each
Giraffe Omnibed - \$35,000

Nursery

Bassinets (10) - \$1,500/each

Operating Room

Digital Mobile C-Arm w/Expandable Surgical Package - \$139,000
ENT Surgical Microscope - \$26,400
Nerve Integrity Monitoring Response System - \$24,225

Steris System 1 (3) - \$18,000/each

Endoscopic Video Cameras (5) - \$10,000/each

Outpatient Rehabilitation

Standing Table for Occupational Therapy - \$4,000

Upper Body Cycle - \$3,900

Lite Gait - \$13,500

"Visi Pitch" for Speech Therapy - \$3,000

Radiation Oncology

3-D Water Dosimetry System - \$39,000

Mapcheck Quality Assurance Device - \$25,000

Patient Immobilization Devices - \$5,000

Radiology

Full Field Digital Mammography Unit - \$410,000

MRI Compatible Pressure Injector - \$31,000

Pulse Spray Injector - \$19,000

Hand Held Ultrasound Unit - \$15,000

MRI Compatible Ventilator - \$5,100

Sterile Processing

Instrument Tracking System - (Price Unknown. MHS investigating.)

Come True." Please Be A Star This Holiday Season...

MEMORIAL HOSPITAL PEMBROKE

Rehabilitation Services Physical Therapy

Ultrasound and Electrical Stimulation Combo Unit - \$5,000
Bariatric Stretcher Beds (for lymphedema program) - \$6,000/each
New Floors and Ceilings for the entire department - TBD
New Room for Pelvic Rehab Treatments - TBD

Occupational Therapy

Grahamizer I Multiuse Exerciser - \$230
Endorphin Hand Cycle Elite Series - \$2,395
Semmes - Weinstein Monofilaments - \$395

Organizational Development

MegaCode Kelly Manikin, VitalSim Compatible - \$5,850
This lifelike mannequin is a CPR, Intubation, and Other Skillsets training simulator.
MegaCode VitalSim Arrhythmia Trainer - \$2,035
Can be used with mannequin above.

MEMORIAL HOSPITAL MIRAMAR

NICU

Giraffe Isollettes (2) - \$35,000/each
Radiant Warmers (4) - \$15,000/each
Ohmeda Isollettes (7) - \$12,000/each
Rocking Chairs (10) - \$700/each
Sleeper Sofas (10) - \$2,500/each
Cardio-Respiratory Monitors (10) - \$15,000/each
Transport Monitors (2) - \$15,000/each
Transport Incubators (2) - \$10,000/each
VIP Gold Ventilators (4) - \$30,000/each
Olympic Warmette - \$7,000
Stryker Bassinets (6) - \$1,700/each
Warm Scale Roll Around (4) - \$4,500/each
Medication Mini Pumps (20) - \$2,500/each
Cribette (3) - \$2,500/each

Nursery

Cardio-Respiratory Monitors (2) - \$15,000/each
Rocking Chairs (6) - \$700/each
Bili Blankets (4) - \$4,000/each
Bili Lites (4) - \$3,000/each
PROSE C Monitor in NSY - \$5,000

Mother/Baby

Dinamaps (4) - \$2,500/each
Sleeper Sofas (2) - \$2,500/each

Pediatric Emergency Room

Pirate Ship Play Area - \$100,000
Aquarium - \$25,000
Digital Scales (3) - \$1,200/each
Cribs (2) - \$2,200/each

PRIMARY CARE CENTER at Hollywood

Facility-Wide Needs

New Air Conditioning Air Duct - estimated cost of \$200,000
Artwork - estimated cost of \$40,000

Adult Clinic

Renovate Patient Discharge Area
New Furnishings for Staff Lounge

Dynamap Equipment for Screening Room
Renovate Patio and Patio Lounge
Additional Landscaping
Wall Mural in Lobby
Total estimated cost for all above items - \$50,000

OBGYN Clinic

TV w/VCR for NST Room
Cryomachine with Tips
Intercom for OB Waiting Area
Educational Tapes for OB Patients
Fax Machine
Wall Murals
Total estimated cost for all above items - \$15,000

Pediatric Clinic

New Task Chairs (non-cloth)
Fax Machine
Educational Tapes for Children
Patient Discharge Area Renovation
Artwork
Total estimated cost for all above items - \$20,000

Finance Department

Renovate Reception Area
Renovate Work Area
Total estimated cost for all above items - \$15,000

PRIMARY CARE CENTER at Dania Beach

New Patient Waiting Area Furniture
Fax Machine
TV/VCR for Patient Education
Total estimated cost for all above items - \$10,000

PRIMARY CARE CENTER at West Hollywood

Fax Machine
Microwave
Total estimated cost for all above items - \$1,000

PRIMARY CARE CENTER at Broward Outreach Center

Fixtures and Fittings
Total estimated cost for above items - \$5,000

MEMORIAL SENIOR PARTNERS

22-passenger Minibus - \$85,000 (new), \$45,000 (used)
For use in transporting our Senior Partners to various functions and activities.
Salary for fitness instructor - TBD
For an instructor to lead Senior Partners' activities programs.

WOMEN'S IMAGING CENTER

Mobile Mammography Van - \$250,000
Our current mobile mammography van, while still providing excellent service to the women in south Broward and north Dade Counties, is showing signs of wear and tear. A new, fully-equipped van will not only allow us to keep up our current schedule of mammograms, but will also allow us to expand the program into many more underserved communities.
Ultrasound Machine - \$126,000
Hydrolic Stretchers for Breast Us (5) - \$2,000/each

Blood Pressure Monitor - \$5,000
O2 Monitor - \$5,000
R2 Digitizer - \$30,000

JOE DIMAGGIO CHILDREN'S HOSPITAL

Emergency Services

MAQUET Ventilator - estimated at \$30,000
This is a necessity when caring for our acutely ill patients.

Child Life Department

Items underlined are more essential at this time.

Infant Toys

Pop-up Toys - \$10	<u>Squeeze Toys</u> - \$5	Music Box Toys - \$15
<u>Teethers</u> - \$5	Baby Gyms - \$50	<u>Crib Mirrors</u> - \$15
Busy Boxes - \$25	Baby Monitors - \$15	<u>Rattles</u> - \$5
Mobiles (plastic) - \$25		

Children's Toys

Matchbox Cars - \$5	<u>Fisher Price People</u> - \$5	Duplo Blocks - \$10
Etch-a-Sketch - \$10	Wooden Puzzles - \$5	Magna Doodles - \$10
See-n-Say - \$10	Remote Control Cars - \$15	Jack-in-the-Box - \$10
Models (snap together) - \$10	Silly Sentence Maker - \$10	<u>Basketballs and Footballs</u> - \$10
Multicultural Dolls - \$20	<u>Teen Items</u> - \$20	

Games

Puzzles (under 200) and brain teasers	Playing Cards	Jenga
<u>Connect Four</u>	<u>Trouble</u>	<u>Sorry</u>
<u>Monopoly</u>	<u>Guess Who</u>	<u>Checkers</u>
Catch phrase	Yahtzee	Trivial Pursuit
Tribond	Clue	Tribond (kids)
Scattergories (junior)	Scattergories	
	Skipbo	

Distraction/Therapeutic

These items are used to help our young patients cope with painful procedures.

<u>I Spy Books</u> - \$10	<u>Where's Waldo Books</u> - \$10	<u>Fisher Price Medical Kits</u> - \$15
<u>Sound Books</u> - \$10	View Master and Slides - \$15	<u>Individual Bubbles</u> - \$1
Water-filled Toys - \$5	Kaleidoscopes - \$5	Hand-held Electronic Games - \$10

Arts and Crafts

Play Doh \$5	<u>Crayons (non-toxic)</u> - \$3	Washable Markers - \$5
<u>Stickers</u> - \$3	Elmer's Glue - \$2	Glitter/Glitter Sticks - \$5
Tacky Glue - \$2	Acrylic Paints - \$10	Colored Pencils - \$4
Tempera Paint - \$8	<u>Fabric Paints and Markers</u> - \$5	<u>Plain White Shirts (L and XL)</u> - \$8
Cross-stitch - \$6	<u>Ceramics (unpainted)</u> - \$5	<u>Jewelry-making Kits</u> - \$15
<u>Wood Projects</u> - \$4	<u>Leather Crafts</u> - \$20	Sand Art - \$10
<u>Paint By Number</u> - \$10	<u>Bead Kits</u> - \$15	<u>Latch-hook Rugs</u> - \$12
Scissors - \$4	Construction Paper - \$3	<u>Coloring Books</u> - \$2

Electronics

<u>Video Camera</u> - \$500	Game Boy and Game Boy Games - \$50	Blank Videotapes - \$10
Radio Cassette Players - \$50	Laser Printer - \$200	<u>Digital Camera</u> - \$300
CD Players - \$50	Scanner - \$150	DVD Player - \$100
<u>Videos/DVDs</u> (G, PG, PG 13) - \$15	Walkmans and Discmans - \$30	

Miscellaneous

<u>Baby Swings (plastic)</u> - \$50	Books on Tape - \$10	Hospital/Medical-oriented Children's Books - \$15
Magazine Subscriptions - \$12	Exersaucers (plastic) - \$50	

Clothing and Handicrafts That Can Be Made By Donors

New Clothing for Patients (preschool through teenagers)
Blankets and Quilts
Pillows (any size)
Baby Gowns or Sleepers (for premature or full-term infants)

Projects Assembled By Donors

Toiletry Kits for Teens: lotions, nail polish, emery boards, cologne/perfume, shampoo, conditioner
School Boxes: a school box or decorated shoe box with crayons, pencils, rulers, glue, scissors, etc.
School boxes are helpful for our patients involved in the hospital's school program.
Bedside Crafts Project

CHRONICLE

Wish List (continued)

Pediatrics and Pediatric Rehabilitation

Industrial-size VCRs (6) - \$400/each
PlayStations (5) - \$300/each
Wall Unit for the Teen Unit - \$3,000
Bed Scale - \$3,695

For our immobilized patients.

Pediatric ICU

Over-Bed Tables (10) - \$500/each
3100 B Oscillating Ventilator - \$37,000
LTV 1000 Ventilator - \$20,000
Doppler-Pencil - \$2,000
Train of Four Monitor - \$5,000
Escort Transport Monitor (Air/Ground) - \$10,000
Neonatal Transporter - \$50,000
Baxter Transport Infusion Pump (2) - \$10,000/each
Panasonic AG1330 VCRs (8) - \$250/each
Rocking Chairs (5) - \$300/each
Trauma Bed - \$40,000
Cerebral Oximeters (2) - \$50,000/each
Peritoneal Dialysis Cycler - \$8,000
DDDulse Generator (External Pacemaker) - \$5,500

MEMORIAL MANOR

Activities Department

TV/VCR/DVD Player for Residents (10) - \$450/each
Digital Camera - \$475

Food Processor for Cooking Class - \$175
Crespeaker Communication Device for Residents with Expressive Aphasia - \$1700
Sea Clear Aquarium for Residents on North & South Wings (2) - \$500/each
Sony Handycam DVD Camcorder - \$900
Flag House Deluxe Bingo Cage - \$395

Respiratory Therapy

Gomco Portable Suction Pumps (3) - \$500/each

Nursing

Low-Beds (as many as possible) - \$1,600/each
Recliners (10) - \$900/each
Wheelchairs (as many as possible) - \$400/each
High-Backed Chairs - \$375/each

MEMORIAL CANCER INSTITUTE

Chemo Recliners (16) - \$6,000/each
HDR Suite - \$300,000
Extra Cranial Steriotactic Immobilization Equipment - \$250,000
Linear Accelerator - \$1.5 million
CT-based Simulation Unit - \$1 million

When You Wish Upon A Star

Music by Leigh Harline /

Lyrics by Ned Washington

Performed by Cliff Edwards

Wish Upon a Very Special Star... You!

Here is my gift of: \$ _____ (amount)

Please designate my gift for purchase of a (item) _____

I am giving this gift in honor of / in memory of _____

Please notify _____

Address _____

City _____ State _____ Zip _____

My name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

___ My check made payable to MEMORIAL FOUNDATION or JDCH FOUNDATION is enclosed.

___ Please charge my credit card _____ Exp. Date _____
VISA / MasterCard / American Express

Please send this coupon and payment in the enclosed envelope. Thank you!

And The Wishes That Already Came True...

You've read our 2005 Wish List of those supplies and equipment, technology and toys, and new spaces and environments that will assist the professional staff continue the high standard of patient care in the Memorial Healthcare System.

Now, we'd like to acknowledge and thank these friends and donors of the Memorial and Joe DiMaggio Children's Hospital Foundations who, with their generous gifts and even more generous spirits, have already made countless wishes come true...



On Thursday, October 6, staff from Memorial Healthcare System and Memorial Foundation attended a luncheon hosted by the **Susan G. Komen Foundation**. The Komen Foundation awarded the Memorial Foundation two grants totaling \$170,000 to fund Project Imani, a program designed to provide free mammograms and follow-up care to underserved communities -- \$80,000 designated for Broward County and \$90,000 designated for Dade County. Pictured from left are Dara Staret of Memorial Regional Hospital's Women's Imaging Center; Jeanne Brotzky, Director of Women's Health Services at Memorial Regional Hospital's Women's Imaging Center; David Reinmund, Director of Auxiliary Services for Memorial Healthcare System; Lynn Mandeville, Broward Chair, Komen Foundation; and Lynn M. Croneberger, CFRE, Executive Director of the Memorial and JDCH Foundations.



Brian and Randi Schwartz made a significant gift to the Joe DiMaggio Children's Hospital Foundation in support of the new pediatric Emergency Department. To thank the Schwartzes for their generous gift, the Playroom of the new ER was named **The Brian and Randi Schwartz Family Playroom**. Pictured are Randi, Brian, Sarab, Abigail and Olivia Schwartz.



The **Studnik family** stopped by the Foundation office to donate blankets lovingly handmade by Amanda, Asbley, and Alec with a little help from mom, Stacy (R). Lynn M. Croneberger, CFRE, the Foundations' Executive Director (L), accepted the gifts. The Studniks, who are part of the **Gordon Family Foundation**, recently completed a \$75,000 pledge.



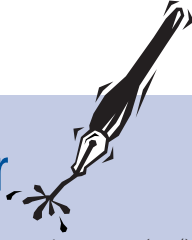
The **Quantum Foundation of Palm Beach County** recently awarded a \$390,000 grant to the Joe DiMaggio Children's Hospital Foundation to support the Florida PASS (Partnership for Access to Sickle Cell Services) program. This program supports sickle cell services in Palm Beach County. Pictured from left are Quantum Trustee Maria M. Vallejo, Ph.D.; Timothy J. Henderson, Quantum Foundation's Vice President for Programs; Suzanne Dunn, Capital Campaign & Grants Coordinator for JDCH; Jodi Pearl, Grants Coordinator at Memorial Healthcare System; and Quantum Trustee Stephen C. Moore.

The **A.D. Henderson Foundation** awarded a grant of \$40,303 to Joe DiMaggio Children's Hospital Foundation to support the Strengthen Tomorrow through Achievement, Responsibility, and Services (STARS) program. The STARS program is a part of Memorial Healthcare System's Community Youth Services Department.

The wonderful Board members and volunteers of **Memorial Healthcare System's Auxiliary** have donated \$54,500 to the Memorial Foundation to cover the cost of a new bone density machine to be housed at the Hallandale Outpatient Clinic. Photos of the Auxiliary's check presentation will be in the next issue of the Chronicle.

For more information about making a gift to the Joe DiMaggio Children's Hospital and Memorial Foundations, please call the Foundation at (954) 985-3454.

Mark Your Calendar



For more information about all of these special events, please call the Foundation at (954) 985-3454 (unless otherwise indicated).

December 4, 2005 – Toys in the Sun Run. Join this exciting, annual motorcycle parade, which ends at Markham Park in Sunrise. Hosted by JDCH supporters, the Wings of Gold motorcycle club, riders enjoy a ride in the sun and collect new toys for kids in need. Event costs are \$10 and one new unwrapped toy.

January 29, 2006 – Walk for Special Needs. The 3rd annual walk-and-wheel-a-thon will raise funds to support the Special Needs Department at Memorial Healthcare System. For further information, please call (954) 828-9137.

February 4, 2006 – Love Jen Family Festival. The Love Jen Family Festival is held annually on the grounds of Nova Southeastern University in Davie. A full day of family fun is enjoyed with rides, games, face painting, clowns, and much more. Proceeds from this event benefit the Love Jen Fund at Joe DiMaggio Children's Hospital Foundation.

February 10, 2006 – Memorial Classic. The Player Reception and Auction, which will be held at the Signature Grand, brings together friends of the hospital and former major league baseball players for a great cause. In addition to a variety of foods and beverages, the evening features an auction of sports and celebrity memorabilia. Tickets and sponsorship information are available.

February 11, 2006 – Joe DiMaggio Legends Baseball Game. Played at the Fort Lauderdale Stadium, the roster of this popular, annual event features former major league players as well as legends from the sports and entertainment worlds. Reserved seats are \$5, and sponsorships are available.

February 13, 2006 – Conine All-Star Golf Classic. This all-star golf tournament is hosted each year by Florida Marlin Jeff Conine and his wife Cindy at The Club at Emerald Hills. Retired and active athletes volunteer their time to play in the tournament to raise funds in support of the Conine Clubhouse, a home-away-from-home for children and their families at Joe DiMaggio Children's Hospital.

March 3, 2006 – KISS Cares for Kids Radiothon. 99.9FM KISS Country devotes an entire day to on-air fundraising for Joe DiMaggio Children's Hospital. This annual event also features an on-site auction at the Broward Mall while KISS broadcasts live from Center Court. *This date is re-scheduled from August 26, 2005.*

April 9-11, 2006 – Excalibur Classic. This three-day spectacular event includes a two-day celebrity golf tournament, auction, comedy night, and black tie gala. For more information regarding tickets or sponsorships, please call (561) 391-9950.

New Date Announced for the 3rd Annual KISS Cares for Kids Radiothon

Due to the arrival of Hurricane Katrina in Florida, the *3rd Annual KISS Cares for Kids Radiothon* to benefit Joe DiMaggio Children's Hospital (JDCH) has been re-scheduled. Originally slated for August 26, the kind folks at 99.9 FM KISS Country have chosen a new date of Friday, March 3, 2006 to raise money for the children and families served by JDCH.

This is the third year in a row that KISS Country will set aside a whole day to promote Joe DiMaggio Children's Hospital, and again, the station will broadcast live from the Center Court at Broward Mall in Plantation. Last year, thanks to the generosity of listeners and sponsors, KISS raised more than

\$116,000, benefiting the new Emergency Room at JDCH.

This year, all donations collected by KISS Country will provide funding for Joe DiMaggio Children's Hospital's new Pediatric Oncology Wing.

In addition to making on-air pledges, the public is invited to stop by the Center Court at Broward Mall during the *Radiothon* to make a donation or bid on a variety of country music memorabilia.

For more information, please call the Foundation at (954) 985-3454.

Planned Gifts

GIFTS THAT GIVE BACK

Legacy Giving...Touch the Future Today

Each of us has our own reasons for charitable giving during our lifetime. We can make a difference in someone's life. We can express our values and priorities. We feel joy in knowing that we are helping to further a cause that we know is important to a community. We believe in the mission of the organization. There are numerous reasons.

Yet, statistics show that only a few of us have thought about making a charitable gift that will leave a legacy long after we are gone. While 70% of the US population gives to charity annually, only about 6% leave gifts to charity through their wills and estates.

Consider your legacy. As a donor to the Memorial Foundation or JDCH Foundation, think about how you can touch the future today.

Consider the following charitable estate planning options:

- Bequest to the Foundations in a will or trust
- Charitable Gift Annuity
- Charitable Remainder Annuity Trust or Charitable Remainder Unitrust
- Charitable Lead Trust
- Retirement Plans or IRAs
- Life Insurance

Each of these plans has benefits to a donor ranging from life income to tax benefits to avoiding probate. All of these plans allow a donor to leave a legacy.

Legacy donors to Memorial Foundation or JDCH Foundation are honored and recognized through our *Dream Builders Society*. If you have remembered the Foundations in your estate planning, we'd like to know and welcome you to this Society.

It is our pleasure to salute the newest members of the *Dream Builders Society*:

Ruth Casden
Jack and Faye Friedland
Lee Goldberg
Frances Moskowitz in memory of Mrs. Sylvia M. Goffman and Lt. Solomon Goffman
Estate of John L. Schlemmer
Estate of Maria Seco

We encourage you to consult with your professional financial advisor to find the best ways to use estate planning to fit your needs. Your gift planning should always be considered in light of your overall estate plan. If you would like more information about any of the plans discussed herein, or for information to share with your financial advisors, please contact Felicia G. Bell, Esq., the Foundations' Director of Major Gifts and Planned Giving, at (954) 985-3454.



Congress Encourages Charitable Giving with Temporary Suspension of Limitations on Cash Gifts... But Only Until the End of the Year

Plan Your Year-End Gifts Now

Congress has passed The Katrina Emergency Relief Act (KETRA) in an effort to encourage not only Katrina relief efforts, but also charitable giving outside of Katrina relief. The idea is to prevent the rest of the nation's charities from seeing a downturn in giving as often occurs in times of events like Hurricane Katrina.

What the law does: KETRA allows unlimited gifts to charity up to a donor's total income until the end of 2005. Generally, contributions of cash are deductible in amounts up to 50% of the donor's adjusted gross income (AGI). KETRA temporarily suspend the 50% limitations for "qualifying contributions," meaning donors can deduct 100% up to his or her AGI.

A qualifying contribution must be made:

- in cash
- to a public charity as described in IRC 170(b)(1)(A), excluding gifts to supporting organizations as described in IRC 509(a)(3) or to a segregated fund or account with respect to which the donor (or donor's designee) has advisory privileges as to distributions or investments (i.e., commonly referred to as a "donor advised fund"), and
- beginning on August 28, 2005 and ending on December 31, 2005

Qualifying charitable contributions are also exempted from the 3% limit on itemized deductions.

This Year-End Gift does NOT have to be solely for Katrina Relief if the gift is made

from an individual. The law provides that a corporation may give up to 100% of taxable income for Katrina Relief. An individual, however, may make a 2005 end of year gift to public charities for any purpose.

Donors can use IRA and other retirement plan withdrawals for charitable giving:

Donors who are over the age of 59 ½ can withdraw funds from IRAs for year-end giving. The amounts withdrawn and donated are reported as the donor's income and are then deductible as charitable contributions, that is, offset by the 100% charitable deduction discussed above.

And, KETRA does not place a limit on the IRA withdrawal and gift option. The gift is limited only by the donor's AGI.

This opportunity may apply to gifts from other retirement accounts as well.

Be Aware...

-Some IRA custodians take two to three weeks to process withdrawal requests, so please allow time for processing in order to complete the cash gift by December 31, 2005.

-There may be some tax effects for some donors... always contact your financial advisors on the best way to take advantage of this special giving opportunity.

For more information, or if you are interested in making a year-end gift to the Memorial Foundation or Joe DiMaggio Children's Hospital Foundation, please contact Felicia G. Bell, Esq., Director of Major Gifts & Planned Giving, at (954) 985-3454.

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For more information, please contact the Foundations at:
**Memorial Foundation/
 Joe DiMaggio Children's Hospital Foundation**
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 Hollywood, FL 33021 (954) 985-3454
www.mhsfoundation.org • www.jdchf.org

Memorial Foundation Joe DiMaggio Children's Hospital Foundation

3435 Johnson Street
Hollywood, FL 33021

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