



AN INVITATION TO INVEST IN YOUR HEALTHCARE

## Diamond Angels' 2nd Annual Fairy Tale Ball a Huge Success

The clock may have struck midnight, but time didn't run out for the attendees at the Diamond Angels' 2nd Annual Fairy Tale Ball on November 5, 2005. Celebrated at the Marriott Harbor Beach Resort in Fort Lauderdale, more than 350 guests enjoyed music, dancing, and great food, all while raising money for Pediatric Oncology at Joe DiMaggio Children's Hospital.

The Diamond Angels is a membership society of the Joe DiMaggio Children's Hospital Foundation, and Chair Babette Kosar and this dedicated group of 150 women serves as advocates for the Children's Hospital and its pediatric programs in the community.

The *Fairy Tale Ball* is the annual signature event for the Diamond Angels, and is held every fall. The 2005 *Ball* celebrated with a luxurious *Cinderella* theme, and raised almost \$240,000.

"This event is always spectacular thanks to the tireless efforts of Babette and all of the Diamond Angels' members," said Lynn M. Croneberger, CFRE, Executive Director of the Joe DiMaggio Children's Hospital Foundation and the Memorial Foundation. "The Joe DiMaggio Children's Hospital Foundation is truly thankful that such a respected group of women has chosen us to be the beneficiaries of their generosity."

The *Fairy Tale Ball* was sponsored by the Memorial Healthcare System, the Hudson Family Foundation, Sheridan Healthcare, Akerman Senterfitt, Mrs. Lorraine Thomas, The Fedeli Group, Mr. and Mrs. Greg Marsh, Don Simon, HIG Capital, Northern Trust Bank, and the Emerald Companies.

Membership in the Diamond Angels is available and activities take place throughout the year. For more information, please contact the Foundations' Special Events Department at (954) 985-3454.



Diamond Angels members Jodi Berman and Jackie Feldman pause for a moment during the busy evening in front of some of the fantastic auction items.



Diamond Angels Chair Babette Kosar contemplates a spin around the ballroom on the featured auction item, a 2005 Softail Deluxe Harley-Davidson.



Martha Garcia, Administrator of Memorial Hospital Pembroke, shares a laugh with radio personality Kenny Walker.



Foundation Board Member Al Fernandez and Yvonne de Cespedes.



Our special ambassadors for the evening, MaryGrace and Emily Adamson, wore their finest Cinderella gowns. Their parents, David and Diane, accompanied them to the Ball.

## Wings of Gold + The South Florida Presidents Council + The Amchirs = Hearts of Gold

"Bikers have hearts of gold." This was one of the many signs proudly paraded during the 18th Annual Christmas Toys in the Sun Run presented by Rick Case Honda on December 4, 2005. And, luckily for the Joe DiMaggio Children's Hospital Foundation, the sign was right.

For more than 18 years, Bob Amchir has been the driving force behind the extremely popular *Toys in the Sun Run*. As President of the South Florida Presidents Council, an organization comprised of more than 32 motorcycle groups from around South Florida, and President of the Wings of Gold motorcycle club, Bob and his son David have tirelessly organized motorcycle clubs from all over the country in order to raise money and collect toys for the children



Jackie Johnstone (L), Director of Annual Giving at JDCH Foundation, thanks longtime supporter Bob Amchir for the success of another SFPC Toys in the Sun Run.

of Joe DiMaggio Children's Hospital. Since the first *Toys in the Sun Run*, bikers and supporters have raised in excess of \$5,000,000.

As it does each year, this year's *Run* started at 10 a.m., with the world's largest motorcycle parade – in

excess of 30,000 bikes – leaving Pompano Harness Track, escorted by more than 250 police officers in cars and on motorcycles from the tri-county area. I-95 south of Atlantic Boulevard to I-595 west to 136th Avenue was completely closed down for the duration of the run, which lasted approximately 3 hours and ended at Markham Park in Sunrise. Festivities following the ride, including live music by Blue Oyster Cult, a motorcycle bike show, and more than 100 vendors, lasted well into the evening.

Some of the participating sponsors for the 18th Annual Christmas Toys in the Sun Run were BIG 105.9 FM/Clear Channel Communications, Fort Lauderdale Harley-Davidson, Peterson's Harley-

(Continued on page 2...)



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

Quality is so vital to our culture at Memorial Healthcare System (MHS) that it's stated in our Mission Statement, our Vision Statement, and our Seven Pillars of Excellence. Furthermore, every Memorial employee is encouraged – albeit required – to uphold quality in everything he or she does.

But what, exactly, does quality mean for you as a donor to the Memorial or Joe DiMaggio Children's Hospital Foundations, as well as for our patients and our organization?

There are two aspects of quality in health-care – the service, or interpersonal aspect, and the technical aspect.

Every patient who receives care at a Memorial Healthcare System facility is mailed a Patient Satisfaction Survey, which they are encouraged to complete. These surveys are sent to Press Ganey, a nationally renowned quality measurement agency, so that a comparative analysis can be done. A national percentile ranking provides a quick snapshot of how we're meeting patients' needs and expectations. Our goal is to remain in the top 5 percent (95th percentile) or higher among hospitals and healthcare systems throughout the nation. Our employees at MHS take these measurements and outcomes very seriously – not only because of the evaluation, but also because we want every patient and family member who comes through our doors to have the finest, most compassionate health-care available anywhere.

Just as important to the success of our healthcare organization is the technical aspect of quality. We are expected to comply with certain state and national standards, which are explicit statements of expected quality pertaining to procedures, clinical practice guidelines, treatment protocols, and healthcare outcomes. MHS currently reports to a number of state and national agencies and departments that measure quality care, including The Centers for Medicare and Medicaid Services, and the Joint Commission on Accreditation of Healthcare Organizations (JCAHO).

We take pride in our balanced focus on patients, effective systems and processes, consistent measurement, and teamwork. And for our donors, this can give you great peace of mind in knowing that your gifts to the Foundations are being used judiciously to provide healthcare at Memorial Healthcare System that not only meets, but also far exceeds, quality standards. Thank you for helping us deliver on our promise to be "Simply the Best."

## Walk for Special Needs 2006

Enthusiastic family members, friends and supporters turned out for the *3rd Annual Walk for Special Needs* on January 29, 2006, which raised more than \$38,000 for the Special Needs Fund at Joe DiMaggio Children's Hospital Foundation. The fund provides financial assistance for special equipment and services to qualified patients of the Memorial Healthcare System.



*CBS Four's Ted Scouten interviews Walk for Special Needs honorary guest, Marc Buoniconti.*



*Participants enjoy 2006 Walk for Special Needs.*

## Hearts of Gold (Continued from page 1...)



*J.E. Piriz, Administrator of Memorial Regional Hospital, and Lolsy Dotsy, Memorial Healthcare System's Resident Clown, get ready to begin the 18th Annual Christmas Toys in the Sun Run at Pompano Harness Track.*

Davidson, Rick Case Honda, Miller Beer, Bob's Towing, The Law Offices of Rosen & Switkes, Broward County Parks and Recreation, Motorcycle Freight, Miami Mike's *Wheels on the Road* magazine, Trailer in a Bag, *Saddletime* magazine, and *Action* magazine.

We thank Bob and his team of supporters for their ongoing and enthusiastic support.

Under Bob Amchir's leadership, The South Florida Presidents Council and Wings of Gold:

- made the first-ever \$1,000,000 pledge to the JDCH and Memorial Foundations to support and name JDCH's Pediatric Trauma Center
- named 12 rooms in the Conine Clubhouse, totaling \$300,000
- purchased 10 bricks for JDCHF's brick campaign totaling \$9,500
- host the annual *Tattoo Festival*
- have hosted the annual Primary Care Holiday Party
- have hosted the NICU Reunion Party
- have introduced countless other supporters to the Joe DiMaggio Children's Hospital Foundation

### *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.

## Planned Giving

*Who will decide who gets what and how? You or the Government?*

**W**e all have wishes as to how we would like things to be settled, distributed and arranged in our personal affairs. But, how can you ensure that decisions about your affairs and your estate will be settled consistent with your wishes?

### All it takes is a little planning...

Consider the following documents:

1. **A durable power of attorney** authorizes a person to conduct your legal or financial affairs in the event you become incapacitated.
2. **A living will** states your wishes regarding medical actions to keep you alive.
3. **Designation of a health care surrogate** appoints an individual to make certain the instructions of your living will are carried out.
4. **A will or living trust** conveys how your estate will be distributed upon your death. A will or living trust can direct your wishes for distributions of your property, and for care for your children, pets and others. After providing for loved ones, you can direct a specific amount or percentage, a certain property, or all or a percentage of the remainder in your estate for charitable interests you choose. How you leave your legacy is your choice.
5. **Declaration naming preneed guardian** appoints an individual to serve as your guardian in the event you become incapacitated to exercise all delegable legal rights and powers, and to perform all the tasks necessary to care for your person.

If you do not have an executed will, your estate will be settled by a statutory will and the Courts will decide distributions, guardianship and taxes.

### It's planned giving with tax savings...

When considering your charitable interests, remember that you can make a meaningful charitable contribution by planning the timing of your gifts and the type of property used to fund them.

**Gift arrangements that provide lifetime income for you or others.** There are a number of tax saving and financial benefits that allow you to make charitable gifts while providing increased income for you and/or others. For example,

**Charitable Gift Annuities and Charitable Remainder Trusts** can provide lifetime or term payments to you for a gift to charity today.

**Gifts of Retirement Plan Assets and IRAs.** When deciding which assets to leave to loved ones and which to leave to your charitable interests, consider designating part or all of your retirement plan assets to charitable organizations. Why? Remaining retirements funds can be subject to both income and estate taxes, often leaving relatively little for your heirs; but, when left to your charitable interests, they are free from federal income, estate and gift taxes.

**Gifts of Life Insurance.** Policies that are paid up or with built up cash value and which are no longer needed can be contributed to your charitable interests today and provide income tax savings. You can obtain estate tax savings by including a charitable beneficiary for all or part of the proceeds of life insurance policies in your estate planning.

### It's reviewing your planning...

If you already have documents addressing your wishes and established for tax savings purposes, it may be time to review your estate plans:

1. Do you have address changes in your family and your goals?
2. Are there benefits from new strategies or changes in the law?
3. Have you identified your professional advisor team?
4. Are all of your assets property allocated?
5. Have you had any changes to beneficiaries in life insurance or retirement plans?

### You decide... it's all in the planning.

Donors who have included Memorial Foundation or Joe DiMaggio Children's Hospital Foundation in their estate planning are recognized through membership in our **Dream Builders Society**. If you are a Dream Builder, please let us know.

If you would like additional information about the documents and gift plans available, please contact Felicia G. Bell, Esq., Director of Major Gifts and Planned Giving at (954) 985-3454.

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



As Chairman of the Memorial and Joe DiMaggio Children's Hospital Foundations Board, I am constantly humbled by the outpouring of support from so many individuals and corporations in our community. In addition to those who graciously make donations to provide for our hospitals and programs, we have a large network of community friends and partners who virtually take on second jobs and tirelessly raise money on our behalf throughout the year.

On Sunday, December 4th, a great rumble of support was heard and seen along I-95 and I-595 in Broward County. The *18th Annual South Florida Presidents' Council Christmas Toys in the Sun Run* took place with more than 30 motorcycle clubs from all over Florida represented. Spearheaded by the unfaltering and unselfish efforts of Chief Director Bob Amchir, David Amchir, and the Amchir family, more than 25,000 motorcyclists participated in this year's Run. Each rider donated one new toy and \$10, with proceeds going to the Joe DiMaggio Children's Hospital Foundation, and toys to be distributed throughout four counties.

As part of the *Conine Classic* event, Weston Jewelers invited supporters to a magical evening of fine food, spirits, and nomadic surprises to celebrate the opening of their new store in Weston Town Center. With a passport to riches and gypsy chic dress and decorations, preferred guests were able to purchase jewelry and bid on donated items, with all auction monies and a percentage of the sales benefiting the Conine Clubhouse.

In November, the Diamond Angels, a membership group of Joe DiMaggio Children's Hospital Foundation, held their second annual *Fairy Tale Ball*. With a theme based on the classic children's story, *Cinderella*, Chairperson Babette Kosar and her committee welcomed more than 300 people at the Marriott Harbor Beach Resort in an evening filled with food, fun, music, dancing, and an auction. Monies raised from this year's *Fairy Tale Ball* topped last year's amount – even in the wake of Hurricane Wilma! – and all proceeds will benefit JDCH's Pediatric Oncology Unit.

My sincere thanks again to these and the countless other individuals and organizations who work on behalf of the Foundations and the patients and families we are honored to serve.



## Mark Your Calendar

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

**November 10, 2006 – Diamond Angels' 3rd Annual Fairy Tale Ball.** The Diamond Angels are a volunteer organization supporting the work of Joe DiMaggio Children's Hospital. Last year marked the *2nd Annual Ball*, which featured the timeless classic *Cinderella*. The 2006 event will again take place at the Marriott Harbor Beach Resort in Fort Lauderdale. Tickets and sponsorship information will be available at a future date.

## The Keltics for Kids Oktober Bash

On Sunday, October 9, 2005, members of the Keltics Motorcycle Club held their first annual *Keltics for Kids Oktober Bash* to benefit the Child Life Department at Joe DiMaggio Children's Hospital. All proceeds from this event were donated to JDCH along with hundreds of toys that the group collected.

"We are thrilled at the generosity of the Keltics," said Jackie Johnstone, Director of Annual Giving for the Joe DiMaggio Children's Hospital and Memorial Foundations, "and truly appreciate being the recipients of their inaugural *Oktober* celebration."



(From Left) Rebecca and Stephanie, from JDCH's Child Life Department, and Jackie Johnstone from the JDCH Foundation, were pleased to accept a check from the many generous members of the Keltics organization.

## Honor Your Loved Ones... Make a Tribute Gift to the Foundations

It's that time of the year when we can pay tribute to the special people in our lives. Mother's Day, Father's Day, a birthday, a wedding or anniversary, a graduation... all are events about recognizing achievements and honoring those closest to us.

Charitable giving in honor or in memory of a loved one is also a deeply personal expression of care... and an extremely special way to give a gift that makes a deep and lasting impact. For when you say "happy birthday" to your child or grandchild with a gift to the Joe DiMaggio Children's Hospital Foundation, you're also helping someone else's child live to see another birthday. When you wish your parents "happy anniversary" by contributing to the Memorial Foundation, you are also applauding the hundreds of patients who are successfully celebrating another anniversary of being cancer-free.

Please consider a gift today or a legacy gift for the future. You may use the enclosed envelope to make your tribute gift or call the Foundation office at (954) 985-3454 for more information.

## Memorial Foundation Joe DiMaggio Children's Hospital Foundation

3435 Johnson Street  
Hollywood, FL 33021

### Help us update...

Please indicate changes and/or corrections needed next to your name and address. Return the address label in the envelope provided.

- Remove my name from your mailing list.
- Change name or address as shown on label.
- I am receiving duplicate copies; please remove one from your mailing list.
- Add me to your mailing list.

### Board of Directors

#### Officers:

Gary A. Birken, MD  
Carl Schuster, Esq.  
Alberto E. Fernandez  
Joseph T. Ducanis, Jr., Esq.  
J. P. Ottino

*Chairman*  
*Vice Chairman*  
*Vice Chairman*  
*Treasurer*  
*Secretary*

#### Directors:

Herbert E. Brizel, MD  
Carl Buccellato  
James Otis Cole, Esq.  
Douglas Collier, LUTCF  
Jan R. Cummings  
Jorge de Cespedes  
Albert del Castillo, Esq.  
Susanne Cornfeld Hurowitz  
Atif Hussein, MD  
Babette Kosar  
Peter A. Livingston, MD  
Wendy S. Masi, Ph.D.  
Richard Perryman, MD  
Commissioner Laura Miller  
Michael Rosenbloom, MD  
Frank V. Sacco, FACHE, CEO  
Brian D. Schwartz  
Eric Stelnicki, MD  
Nina Tucker Beauchesne, FACHE  
Greg Zorman, MD

#### Directors Emeritus:

Michael Bolton  
Ronald L. Book, Esq.  
Cindy and Jeff Conine  
Sheriff Kenneth C. Jenne, II  
Henry D. Perry, Jr., MD  
George Steinbrenner

### Foundation Staff

Lynn M. Croneberger, CFRE	<i>Executive Director</i>
Donald A. Eachus	<i>Director of Development</i>
Jackie Johnstone	<i>Director of Annual Giving</i>
Cariann Moore	<i>Director of Sponsorship Development</i>
Felicia G. Bell, Esq.	<i>Director of Major Gifts &amp; Planned Giving</i>
Heidi Weglarski	<i>Development Systems Coordinator</i>
Suzanne Dunn	<i>Capital Campaign Coordinator</i>

For more information, please contact the Foundations at:  
**Memorial Foundation/  
Joe DiMaggio Children's Hospital Foundation**  
3435 Johnson Street  
Hollywood, FL 33021 (954) 985-3454  
www.mhsfoundation.org • www.jdchf.org

Non-Profit Org.  
U.S. Postage  
PAID  
Permit No. 328  
Ft. Laud., FL