

Making a List and Checking it Twice... For Your Year-End Contribution To Memorial and Joe DiMaggio

The end of the year prompts us to not only complete our holiday shopping, but also to consider making charitable contributions to our favorite charities.

Why give before December 31, 2004? Two of the most relevant reasons for year-end giving are possible tax deductions and a desire to make a real difference to area non-profits during the hectic holiday season.

If you are considering a year-end gift to the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation, here are some helpful hints and questions to consider in the process:

- **Income.** Did your unearned income increase? Did you sell any appreciated assets? Will you owe more taxes? These are some of the reasons, which may motivate you to increase your giving before December 31. In fact, you may even want to move some of your giving forward from next year to create a larger income tax deduction for yourself this year.
- **Stock portfolio.** Which stocks have appreciated the most? It may be sensible for you to make your year-end gift using one or more of these appreciated stocks. If you sold the stock outright, you would incur capital gains tax on the appreciation. However, if you give the stock and allow the Foundations to sell it, no one

pays tax. And you get a charitable deduction for the full amount of the stock, just as you would if your gift was made with cash.

- **Annuity or life-income gift.** The Memorial Foundation and Joe DiMaggio Children's Foundation offers a variety of life-income plans to fit your personal needs. You can make a gift now, obtain tax benefits and receive income for the rest of your life. Contact our office to find out more.
- **Speak with your advisor.** Before making any significant gift, you should have your CPA, attorney or other advisor help you understand the impact of your gift on your income tax return and estate. We, at Memorial Foundation and Joe DiMaggio Children's Hospital Foundation, want your giving to be prudent, as well as supportive of our mission.

For more information about year-end giving opportunities, please contact Jennifer Jones, CFP®, Director of Planned Giving for the Foundations, at (954) 985-3454.

Before you finish your holiday shopping, please remember to support quality healthcare by giving to the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation before 2005 is upon us!

*"I prefer to be remembered for what I have done for others,
not what others have done for me."*

— Thomas Jefferson

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Websites	www.mhsfoundation.org www.jdchf.org

Memorial Foundation Joe DiMaggio Children's Hospital Foundation

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AN INVITATION TO INVEST IN YOUR HEALTHCARE

A Survivor Shares Her Story and Her Passion For the New Breast Cancer Center

Jan Cummings still remembers the phone call. "At my high school reunion in September 2003, my cell phone rang," said Cummings. "It was my doctor telling me to get a diagnostic mammogram, due to results on my annual screening mammogram. She wanted a follow up."

When Cummings found out she had breast cancer, she was in shock. "I didn't believe that I was even a candidate for breast cancer. I was 56. I ate right, exercised, and had no family history," says Cummings. "Later, I realized that all women (and some men) are candidates for breast cancer."

After successful treatment at Memorial Cancer Institute from Dr. Phyllis Neimark and Dr. Jonathan R. Weiser, Cummings knew that she wanted to support the staff and doctors at the new Breast Cancer Center at the Memorial Cancer Institute and, along with her husband Jim, became the first major contributor to this effort.

Opening in Fall 2004, the new Breast Cancer Center will offer a multidisciplinary approach to breast cancer patients and women at high risk for the disease. The center will be staffed with personnel who are highly qualified and educated, as well as dedicated to the care of breast cancer patients. In addition to access to the best Western

"Women should not fear losing their breasts. They should, however, fear that they will lose their lives if they don't catch this disease early enough."

medicine available today, patients can take advantage of Eastern philosophies of care. Special services will include Chinese herbal medicine, acupuncture, yoga, nutrition, psychology, relaxation, and imagery.

Designed to reflect warmth, the beautiful space for the center will exude a welcoming calm to all



From left, Dr. Phyllis Neimark, Dr. Jonathan R. Weiser and Jan Cummings.

visitors, along with an education center and private conference areas to discuss treatment plans in privacy and comfort. Additionally, the 6,000 square foot center will contain six exam rooms, 12 chemotherapy bays, a genetic counseling office, and clinical research offices.

"One in seven women today gets breast cancer," notes Cummings. She encourages women who are diagnosed with breast cancer to become educated

Continued on page 2...

Kiss and Tell:

Benefiting the Joe DiMaggio Children's Hospital Foundation, the 2nd Annual KISS Cares for Kids Radiothon exceeded last year's total by more than \$10,000. This year's event, which was presented by Global Equity Mortgage, raised dollars for renovations of the Emergency Room at the Joe DiMaggio Children's Hospital.

The radiothon, which ran from 5:30 a.m. to 9 p.m. on KISS Country (WKIS, FM 99.9), included donations and pledges made by phone, as well as, silent auction purchases.

"The support from the community was incredible," says Lynn Marks, CFRE, Executive Director for the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation. "It was especially heartwarming to see the parents and children who have received care at our hospital, spontaneously arriving at the radiothon to show their support and volunteer to help."

2nd Annual KISS Cares for Kids Radiothon raises \$116,925

That sentiment is echoed by Jennifer Ortega who decided to volunteer her support to the event, held at Pembroke Lakes Mall. "Our family's personal experience at Joe DiMaggio Children's Hospital was wonderful. The doctors, nurses and staff really helped our family during a difficult time," says Jennifer Ortega. "When I heard about the radiothon, I knew I needed to show my support."

"This event is really about the kids," notes Joe Bell, WKIS FM 99.9 General Manager. "The outpouring from our listeners is the real evidence that our community wants quality healthcare for our kids. And luckily, (for) Joe DiMaggio Children's Hospital to provide it."

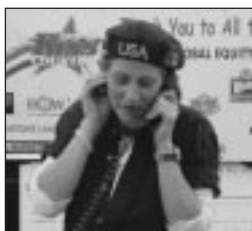
"The pediatric emergency room at the hospital will receive 100% of the proceeds from this year's event," notes Nina Tucker, Administrator of Joe DiMaggio Children's Hospital. "We're so grateful for the support – the emergency room is always busy

and these dollars will go a long way in helping to renovate the much-used space."

Sandy Sloane, Director of Promotions and Marketing for WKIS FM 99.9, is already planning the 2005 event. "The station is very pleased with the community's response and we are delighted to continue this annual event."

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Photos from left: Jeff Conine chats on-air with DJ Staci Coffey; DJ Stacy Coffey accepts a donation over the phone; DJs Darlene Evans, Jay Michaels and Terry Coffey enjoyed a day of helping others; Lopsy Dotsy shares a patient story with listeners.



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

I'm wearing a hard hat to work quite frequently these days. No, I haven't changed career tracks to construction, but I am proud of the tremendous growth the Memorial Healthcare System is experiencing.

From our humble beginnings as a 100-bed hospital in 1953, to today, as one of the ten largest non-profit healthcare systems in the nation, we have maintained our steadfast commitment to cutting-edge medicine and technology. Our rapidly growing community demands that we continue to provide the best healthcare resources for all.

Our hospitals are some of the busiest in Broward County, which is why expansion and enhancements are needed. Over the next five years, the Memorial Healthcare System will reinvest more than \$500 million. In addition to the opening of Memorial Hospital Miramar, we have committed the necessary capital for the modernization and expansion of Memorial Regional Hospital and Memorial Hospital Pembroke, as well as the expansion of Memorial Hospital West and Joe DiMaggio Children's Hospital.

Providing the finest healthcare with cutting-edge technology in convenient locations is why Memorial Healthcare System is proud of offering these expansions. So, for the time being, I'll keep my hard hat handy!

Coming attractions... Memorial Hospital Miramar

Scheduled to open in March 2005, Memorial Hospital Miramar will welcome the community of Miramar with an elaborate "open house" on March 12, 2005. The special event is sure to please the whole family, as it will include a health fair, entertainment, complimentary food and refreshments as well as games and rides for children.

The 100-bed, Mediterranean-style hospital and Medical Office Building will provide better access to healthcare to the rapidly growing population in Miramar. "The addition of Memorial Hospital Miramar to the Memorial Healthcare System is another example of the tremendous growth in our changing community and our commitment to serving our residents," says C. Kennon Hetlage, Administrator of Memorial Hospital Miramar.

Top-notch, compassionate care will be provided for women during every stage of pregnancy in the specially designed Maternity Unit, featuring 12 beautiful LDR (labor-delivery-recovery) suites. Additionally, highly trained physicians specializing in emergency medicine will staff a state-of-the-art adult Emergency Department. A separate pediatric Emergency Department, affiliated with Joe DiMaggio Children's Hospital, will be staffed by physicians board-certified in both pediatrics and emergency medicine.

For more information about Memorial Hospital Miramar or the Medical Office Building, please visit the Memorial Healthcare System website at www.memorialmiramar.com.



Patio view of Memorial Hospital Miramar.

Tax-Assisted vs. Tax-Supported

Memorial Healthcare System relies on community support to deliver the highest quality healthcare services to everyone – regardless of their 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.

New Breast Cancer Center

Continued from page 1...

quickly. "Be an active participant in the decisions that are about to be made."

The Cummings generously named the conference room in the new center, in honor of Dr. Neimark and Dr. Weiser. "They are my super heroes," says Cummings. "These two physicians applied their considerable skills to make me whole again, both emotionally and physically.

"I am now very outspoken about the need for women to get mammograms and do monthly self-

exams. I am also upfront about letting women know about my reconstructed breasts," says Cummings. "Women should not fear losing their breasts. They should, however, fear that they will lose their lives if they don't catch this disease early enough."

Jan Cummings' generosity, honesty and courage are testaments to a true survivor. If you would like to join the Cummings in support of the Memorial Breast Cancer Center, please contact the Foundation at (954) 985-3454.

Lynn Croneberger Marks, CFRE to be honored as 2004 Outstanding Fundraising Executive



Leadership and commitment. Two words that aptly describe Lynn C. Marks, CFRE, the Executive Director of the Memorial Foundation and Joe DiMaggio Children's Foundation. This

year, Lynn will be presented the 2004 Outstanding Fundraising Executive award at the 16th Annual National Philanthropy Day luncheon, presented by the Association of Fundraising Professionals (AFP).

"The AFP is delighted to present this award to Lynn Marks because she epitomizes our theme of 'touching lives through the power of philanthropy,'" says Joanne Nowlin Welch, CFRE, President of the AFP Fort Lauderdale/Broward Chapter. "We look forward to adding Lynn's name to the list of past outstanding award winners in this important category for fundraising professionals in our community."

Since 1990, Lynn has held executive level fundraising positions at health and human services organizations, generating more than \$18 million for philanthropic causes. Today, she is responsible for supporting the mission of Memorial Healthcare System with an annual fundraising goal of \$3.5 million.

A Certified Fund Raising Executive (CFRE) since 2002, Lynn is also an active volunteer in our community, serving on the AFP Fort Lauderdale/Broward Chapter board of directors since 1999 and is a past board member for the local chapter of the National Planned Giving Council.

"My experience in working with Lynn is that she has taken the two Foundations to the next level," noted Carl Schuster, Managing Partner of Ruden McClosky and First Vice-Chair of the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation board. "The bottom line is that Lynn is a true fundraising professional, very deserving of this prestigious award."

The award will be presented along with four other award categories on November 17th at the National Philanthropy Day luncheon, held annually at the Broward County Convention Center. Last year's event attracted more than 600 community leaders, celebrating the philanthropy in our community.

For more information about the event, please visit www.afpft-lauderdale.com or call the Foundations office at (954) 985-3454.

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



As the end of 2004 approaches, many of us enjoy this special time of year as it allows us time to express appreciation and love for family and friends. It is also the time to evaluate and plan for year-end giving. A year-end gift can reduce your income taxes, while also representing an opportunity to provide for the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation.

Before you become busy with holiday events and parties... before the shopping frenzy begins... before the hustle and bustle, please consider making a year-end contribution to support quality healthcare in our growing community.

As you reflect on your gifts this year to the Foundations, there are a few things you may want to consider. Read the article on the back cover, which details a few methods for making a year-end gift.

I hope you will join us in making 2004 a year to remember.

1st Tournament of Hope Nets Almost \$50,000

As a first year event, the Tournament of Hope golf tournament net an outstanding \$48,964, with donations supporting area charities including the Joe DiMaggio Children's Hospital Foundation, Memorial Foundation's cancer research fund, Gilda's Club South Florida, and Bea's Fund.

Regardless of the inclement weather, more than 100 community and business leaders gathered for more than just a round of golf, but an opportunity to join the fight against cancer. Held May 3, 2004 at Grande Oaks Golf Club in Fort Lauderdale, tournament director Barrie P. Grice was proud of the success.

"There is only one thing more rewarding than believing I could make a difference, and that is making it happen," said Grice. "We're so grateful for the support of the players and sponsors who supported this event."

Because of the success of the inaugural event, the 2005 Tournament of Hope is already scheduled for May 16, 2005.



Tournament of Hope founder Barrie Grice (center) presents a check for \$28,964 for the Foundations to Lotsy Dotsy and Dr. Nick Masi of Joe DiMaggio Children's Hospital.

Spirit of Healing Award Nomination Guidelines

This annual award is presented to an individual or couple who have had a significant impact on the health and well being of our community. When submitting a nominee for this coveted award, you will be requested to provide information and examples:

- Excellence and accomplishments within their profession.
- Contributions to the Community.
- Involvement with the Memorial Healthcare System.

For an application, please contact the Foundation office at (954) 985-3454. Nominations should be submitted by December 31st.

wish (noun). *Mid English wishen, from Old English wyscan;*
 2) An expression of a desire, longing, or strong
 4) A key need of the Memorial Foundation and

If you are wondering what to give the person who has everything or how to show that special someone that you care, we have the answer! Make a donation to the Memorial Foundation or Joe DiMaggio Children's Hospital Foundation in the name of your special someone. Your gift will long be remembered by your loved one and will be the gift that keeps giving as patient after patient benefits from your donation.

Please use the coupon on page 5 to make your gift or contribution and send it the postage paid envelope enclosed. We will notify the recipient of your gift with a lovely card.

Presenting our Wish List

Joe DiMaggio Children's Hospital

Child's table and chair set \$50
 Toys \$100
 Children's books \$30

Blood Drawing Center

Child's table and chair set \$50
 Toys \$100
 Children's books \$30

Child Life

Teethers \$5 each
 Crib mirrors \$15 each
 Rattles \$5 each
 Fisher price people \$5 each
 Duplo blocks \$10 each
 Jack-in-the-box \$10 each
 Teen Items \$20 each
 Board Games \$20 each
 Card Games \$15 each
 Individual Bubbles \$1 each
 Where's Waldo books \$10 each
 Sound books \$10 each
 Plain white shirts (L and XL) \$8
 Fabric paints and markers \$5
 Ceramics (unpainted) \$5 each
 Stickers \$2



Video Camera \$500
 Videos/movies (G, PG, PG-13) \$15
 DVD player \$100
 Baby swings (plastic) \$50

Emergency Department

Promixa \$1,200
 Laptop \$1,260

Endocrinology

Adjustable Exam Tables (6) \$1,200 each
 Harbor Software Management System \$3,500
 Continuous Glucose Monitoring System \$2,235
 Color Laser printers (2) \$500 each
 Digital Weight Scales (2) \$90 each
 Understanding Diabetes books (150) \$8 each

F.A.N. Club

Dinamap Monitor \$2,200
 Body Mass Index Scale \$900
 Nuturing with Nutrition (200) \$24 each
 Food Journals (200) \$5 each
 Stackable measuring cups (150) \$7 each
 Food models \$500

Hematology/Oncology

Adjustable Exam Tables (6) \$1,200 each
 Pulse Oximeter Monitor \$300
 Dinamap Monitor \$3,700
 Books on Hemophilia (50) \$25 each

Inpatient Dialysis Unit

Peritoneal Dialyzer \$9,000

Intensive Care Unit

Transcutaneous CO2 monitor \$6,000
 Transport Stretch \$15,000
 Over-bed Tables (10) \$500 each

Pulse Oximeter \$4,000
 Transport monitor \$10,000
 Transport infusion pump \$4,000
 Baxter pumps (6) \$5,495 each
 Rocking chairs (5) \$300 each
 NIBP modules (8) \$3,800 each
 EKG cardiac recorder (4) \$3,000 each
 Trauma bed \$15,000

Medical Unit

Rocking chairs (50) \$600 each

Neonatal Intensive Care Unit

AS50 Autosyringe (5) \$2,595 each
 Cribette (2) \$1,950 each
 BiliBlanket (4) \$3,000 each
 IV Pumps (5) \$5,500 each
 Ohio Incubators (5) \$12,700 each
 Giraffe Incubators (2) \$35,000 each
 Cardio-Respiratory Monitors (4) \$13,000 each
 Jet Bunnell Ventilators (2) \$30,000 each
 High Frequency Oscillator (2) \$35,000

Patient Education

Laptop computer \$1,500
 CPR Manikin (2) \$460 each

Surgical Unit

Instrument Sterilizer \$5,000
 Blanket warmers (5) \$900 each

Memorial Hospital Miramar

Mother/Baby

Infant Transport Isolette \$12,000
 Infant Ventilators \$54,000
 Infant Warmers (18) \$11,611 each
 Bassinets (26) \$1,430 each
 Infant Security System \$54,000

Pediatric Emergency Room

"Pirate Ship" play area \$100,000
 Aquarium \$25,000
 Digital Scales (3) \$1,200 each
 Cribs (2) \$2,200

Radiology

MRI Cinema glasses \$37,000

Memorial Hospital Pembroke

Facilities Management

Electric Low lift pallet truck \$3,995

Laboratory and Pathology

Autostainer \$19,950
 Cover slipper \$33,552
 Plasma Thawing System \$4,500

Radiology

Radiographic & Fluoroscopy Room \$300,000
 OEC C-Arm \$190,000
 Stress Testing Equipment \$25,000
 Portable X-Ray machine \$38,000
 PACS-CR Plate reader \$85,000
 PACS-Computer \$10,000
 Stretchers (4) \$4,000 each
 Blanket Warmers (2) \$2,500 each
 Grid Cassettes (4) \$2,000 each

Urgent Care Center

Radiographic Room \$200,000
 Portable X-Ray machine \$38,000

Memorial Hospital West

Administration

Conference Center/Auditorium \$750,000

Cardiopulmonary

Transcutaneous PO2 Monitoring System \$25,000

Emergency Department

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

Intermediate Care

Transport Telemetry/Defibrillator Monitor \$10,000

Laboratory

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

Medical Oncology

Endoscopic Ultrasound Unit \$300,000
 Proxima and Laptop \$5,000

Mother/Baby

Fetal Monitors (2) \$17,000 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

1) A desire, longing, or strong inclination for a specific thing.
 inclination. 3) Something desired or longed for.

Joe DiMaggio Children's Hospital Foundation.

Outpatient Rehabilitation

Standing Table for Occupational Therapy \$4,000
 Upper Body Cycle \$3,900
 VitalStim Therapy device \$1,600
 Smart Balance Master \$89,950
 Vestibular Testing Equipment \$40,000
 Lite Gait \$13,500

Radiation Oncology

Linear Accelerator Replacement \$1,499,000
 CT Simulator \$500,000
 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

Memorial Manor

Activities Department

Tracfones (10) \$50 each
 TV/DVDs (10) \$450 each
 Digital Camera \$475
 Microwave Oven \$150
 Cooking Class Equipment \$175
 Aphasia Communication Device \$1,700
 Aquariums (2) \$500 each
 DVD Camcorder \$900
 eMachine \$600
 Bingo Cage \$395



Dietary

Buffet Cart \$2,447
 Automatic Meat Slicer \$3,800
 Hi Pressure Washer \$1,295
 Food Cutter \$3,190
 Mixer N-50 \$1,500
 Tables, 3'x 8' (6) \$150 each

Round Tables (6) \$143 each
 Chairs for Cafeteria (20) \$125
 Dish Dispenser \$2,980
 Vegetable Slicers (3) \$500 each

Nursing

Low Beds (10) \$1,600 each
 Recliners (10) \$900 each
 Charts and Racks \$6,200
 Guest Directories \$4,200
 Wheelchairs (many) \$400 each

Respiratory Therapy

Gomco Portable Suction Pumps (3) \$500 each

Memorial Regional Hospital

Cardiovascular Institute

Temporary Pacemakers (6) \$3,000
 Specialized Medication Pumps (35) \$4,500
 Patient Monitoring System (5) \$15,000
 Intraaortic Balloon Pumps (8) \$45,000
 Intracardiac Echocardiography Equipment \$75,000

Emergency Department

X-Ray cabinets (2) \$1,750 each

Fitness and Rehabilitation

Cardiac Rehab Telemetry monitor \$75,000
 Upper Body Ergometer \$5,500

Inpatient Behavioral Health

Educational Videos (5) \$100 each
 Televisions (2) \$200 each
 Treadmill \$500
 Stereo \$50
 Books \$8 each
 Board games \$20 each
 Puzzles \$12 each

Interventional Radiology

Hemodynamic Monitoring equipment (3) \$28,000 each
 Conferencing equipment \$12,000

Home Health Services

Fetal heart monitor \$504

Laboratory

Hematology Stainer \$8,000
 Microbiology Stainer \$7,300
 Immulite Analyzer \$80,000
 Slidemaker/Labeler \$35,000

Coagulation Instruments \$40,000
 Microtiter Plate reader \$10,000
 Coagulation Centrifuge \$2,000
 Ultralow Temperature Freezer \$7,000
 Microtome \$10,000

Medical Oncology

Waiting room renovations \$41,000
 TV remotes for all patient bays \$500
 IV Repeater pump \$3,000
 Patient recliners (3) \$5,000 each

Outpatient Behavioral Health

Bicycle racks (2) \$500 each
 Art therapy supplies \$1,100
 Ice machine \$2,500
 CD player and CDs \$500

Outpatient Rehabilitation

VitalStim Therapy device (2) \$1,600 each

Oncology Data Center

Color poster printer \$7,000
 Teleconference equipment \$152,000

Radiation Oncology

CT Simulator \$500,000
 Linear Accelerator Replacement \$1,499,000

InVivo MOSFET System \$15,000
 Brachytherapy Suite \$125,000
 C-Arm \$100,000
 Proxima and laptop \$5,000

Sickle Cell Day Hospital

Patient's Guide to Sickle Cell Disease books (250) \$12 each
Understanding Sickle Cell Disease books (250) \$10 each
 Health Fair Table Display \$382

Ultrasound and Nuclear Medicine

Vascular Testing Equipment \$30,875
 Portable Ultrasound System \$56,055
 Cardiac Assessment System \$24,498
 MRI Headset \$38,000



Wishes Can Come True... With Your Help!

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

For _____ (item)

In honor of _____

Please notify _____

Address _____

My name _____

Address _____

Phone _____

Please send this coupon and your check made payable to either Memorial Foundation or Joe DiMaggio Children's Hospital Foundation in the enclosed envelope.



Dr. Joseph Luhan's passion for helping others continues... through his legacy



Dr. Joseph Luhan

Consummate scholar, educator and physician Joseph Luhan, MD passed away in 1990, but his legacy to the Memorial Foundation continues to provide tremendous support. This fall, fourteen years following his death, his planned gift to the Foundation funded the purchase a new van for Memorial's Rebel Drop-In Center, helping mental health consumers to enjoy community outings and a greater quality of life.

If you are interested in furthering your passion through a legacy gift, please contact Jennifer W. Jones, CFP®, Director of Planned Giving, at (954) 985-3454.



I'LL BET THE HOSPITAL DIDN'T PLAN ON THIS PARTY WHEN THEY SET UP MY GIFT ANNUITY!

Charley's Angels and Frances' Fury

The 2004 hurricane season is still not quite behind us and yet the state of Florida has sustained devastating damage due to Hurricanes Charley and Frances this summer, prompting Governor Jeb Bush to declare a state of emergency for both hard-hitting storms.



When Hurricane Charley hit in mid-August, five teams of Memorial Healthcare System volunteer medical personnel and hospital engineers were assembled over the weekend and sent to Arcadia and Cape Coral. Dubbed "Charley's Angels" by staff at Cape Coral Hospital, these volunteers worked diligently in the disaster scenes to assist our neighbors to the north and west.

"The challenge was great, but the feeling of giving of oneself and committing to others, outweighs any reward or recognition," remembers Sheryl Gilson, RNIII from Memorial Regional Hospital of her experience helping after Hurricane Charley decimated West and Central Florida. "Our teams of Memorial Healthcare System staff members were wonderful, professional, and filled the hearts of those in distress with hope."

"The challenge was great, but the feeling of giving of oneself and committing to others, outweighs any reward or recognition," remembers Sheryl Gilson, RNIII

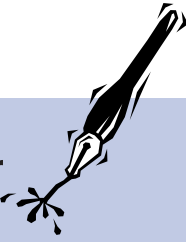
"The outpouring of support from our staff has been truly remarkable, and their spirit of volunteerism is inspiring," said Frank V. Sacco, Chief Executive Officer, Memorial Healthcare System. "I wish to thank everyone who volunteered to assist in the disaster recovery operations at DeSoto Memorial Hospital, Lee Memorial Hospital and Cape Coral Hospital. Additional thanks are due to the cooperation of staff who stayed "home" to cover the shifts of teams who went to help." Memorial Healthcare System staff also provided assistance by amassing 308 Hurricane Care Packages and more than 500 cases of water to donate to Hurricane Charley victims.

On September 4, 2004, Hurricane Frances made landfall as a category-2 storm. With lessons learned in providing relief services to hospitals on Florida's west coast after Hurricane Charley, Memorial Healthcare System responded with speed and foresight to make the necessary preparations for Hurricane Frances. Fortunately, South Broward was spared major damage by Hurricane Frances.

"Our hearts and prayers are with those who experienced tremendous loss in the storms," said Sacco.

(Editor's Note: Following the writing of this article, Florida experienced two more major storms. Hurricane Ivan, a category-4 storm made landfall near Gulf Shores, Alabama and severely affected the Panhandle of Florida on Thursday, September 16. Hurricane Jeanne, a category-3 storm made landfall near Stuart in the early hours of Sunday, September 26, causing significant damage along the Atlantic coast. Analysts have given preliminary damage estimates for these two devastating storms, ranging from \$9 billion to \$16 billion.)

Mark your Calendar



Fall 2004 – Las Olas Rocks. More than 75 Rockers can be seen and had! Whimsically decorated rocking chairs will be displayed in shops on Las Olas Boulevard throughout the fall. These one-of-a-kind chairs will be auctioned on **December 10th** at the Broward Performing Arts Center. Proceeds will benefit Bea's Fund at Joe DiMaggio Children's Hospital Foundation. For information, visit www.lasolasrocks.com

Sunday, November 21, 2004 – Family Fun Day at Calder Race Course. For each ticket collected on this day, Calder Race Course will make a \$5 donation to Joe DiMaggio Children's Hospital Foundation. Please call the Foundation Office to have free tickets sent to you.

Sunday, December 5, 2004 – Toys in the Sun Run. Join this motorcycle parade, which ends at Markham Park in Sunrise as riders collect new toys for kids in need. Event costs are \$10 and one new unwrapped toy. For further information, please call (954) 343-8782.

Friday, January 28, 2005 – Memorial Classic. Signature Grand will again host the Player Reception and Auction, which bring together friends of the hospital and former major league baseball players for a great cause. In addition to a variety of food and beverages, the evening features an auction of sports and celebrity memorabilia. To obtain tickets or sponsorship information, please call the Foundation Office.

Saturday, January 29, 2005 – Joe DiMaggio Legends Game. Played at the Fort Lauderdale Stadium, the roster features former major league players as well as legends from the sports and entertainment world. Tickets will be available for sale at the stadium after December 1st.

Sunday, January 30, 2005 – Walk for Special Needs. This 2nd annual walk-a-thon will raise funds to support the Special Needs Department of the Memorial Healthcare System. For further information, please call (954) 828-9137.

Monday, January 31, 2005 – Conine All-Star Classic. The Conine All-Star Classic is an all-star golf tournament hosted by Florida Marlin Jeff Conine and his wife Cindy. Retired and active athletes volunteer their time to play in the tournament to raise funds in support of the operations of the Conine Clubhouse at Joe DiMaggio Children's Hospital.

Saturday, February 5, 2005 – 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 and clowns. Proceeds from this event benefit the Love Jen Fund at Joe DiMaggio Children's Hospital Foundation.

April 17, 18 and 19, 2005 – Excalibur Classic. This three-day event will be held at the Ritz Carlton in Palm Beach. The event includes a two-day celebrity golf tournament, auction, comedy night and black tie gala. For more information on tickets for sponsorships, please call (561) 391-9950.

For information on any of the above events, please call the Foundation office at (954) 985-3454.

Planned Gifts

A LEGACY FOR
GENERATIONS TO COME

Planned gifts to our Foundations come in all shapes and sizes. Cash, securities, retirement accounts and life insurance are all assets that have been used to establish legacy gifts. Whatever the asset, each and every gift is an important contribution to the work of the Foundations. Such gifts enable you to make significant contributions that may not have been possible during your lifetime. When you remember the Foundations in your will or estate plan, you may reduce your estate taxes while supporting our community's healthcare.

You may give a specific dollar amount or a percentage of your estate. You may also give a remainder of your estate after bequests to friends and family have been satisfied. When planning a bequest to the Memorial Foundation and/or Joe DiMaggio Children's Hospital Foundation, be sure to talk with our Director of Planned Giving, Jennifer Jones, CFP®; she can help ensure that your wishes are clearly understood in the present so they can be carefully carried out in the future.

When remembering the Foundations in your estate plan, please include the following information:

Memorial Foundation, Inc.
3435 Johnson Street, Hollywood, FL 33021
Tax identification # 59-2082218

Joe DiMaggio Children's Hospital Foundation, Inc.
3435 Johnson Street, Hollywood, FL 33021
Tax identification # 65-0492343



Each infamous in their own right, Julia Sweeney (left) and Joan Rodenberg enjoy meeting each other at last year's Rodenberg Lecture Series.

In Memoriam: Joan Rodenberg

Longtime Hollywood activist and friend to the Foundations, Joan Rodenberg passed away in September. Joan moved to Hollywood with her husband, Thomas A. Rodenberg, MD, in 1957. Dr. Rodenberg joined the staff at Memorial Regional Hospital, where he practiced obstetrics and gynecology for the next 38 years.

Through the couple's thoughtful planning and outstanding generosity, the Rodenbergs provided an important educational resource for the community. With a bequest to Memorial Foundation, they established the Dr. Thomas A. and Joan Rodenberg Lecture Series. It was

because of Joan's dedication and commitment that the Rodenberg Lecture has become an event that many look forward to attending each year. Over the years, the Rodenberg Lecture has featured Diahann Carroll, Rue McClanahan, Linda Richman, Dr. Bernie Segal and Julia Sweeney. Joan was anxiously awaiting this year's event where Dr. Ruth Westheimer will be speaking.

Because of her passion and her love of life, the Foundation Staff and board of directors will miss working with Joan, but her legacy will live on as a tribute to her generosity.