

See Dr. Ruth at Rodenberg Lecture Series

Each autumn, the Rodenberg Lecture Series is held in support of women's health. This free lecture, open to the public, is generously supported by the Dr. Thomas and Joan Rodenberg Endowment at the Memorial Foundation.

The lecture, scheduled for October 28, 2004, will feature Dr. Ruth Westheimer, world-renowned psychosexual therapist who helped to pioneer the field of media psychology with her radio program, Sexually Speaking. Dr. Ruth's popular radio program soon became part of a communications network to distribute her expertise, which has included television, books, newspapers, games, home video and computer software. The National Mother's Day Committee has honored Dr. Ruth as "Mother Of The Year" and



she received a Liberty Medal from the City of New York. People magazine included her in their list of the "Most Intriguing People of the Century".

Beginning at 7:00 p.m., the lecture will be held at the DCOTA (Design Center of the Americas) in Dania Beach. Following the lecture, you may attend the VIP Champagne Reception with Dr. Ruth, enjoying the opportunity to meet her personally and take photos. Reception tickets are available for \$100.

For more information about the Rodenberg Lecture Series and sponsorship opportunities, please call Jackie Johnstone at the Foundations' office at (954) 985-3454.

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AN INVITATION TO INVEST IN YOUR HEALTHCARE

Spirit of Healing Awardees and Foundations Contributors Honored

Held at Signature Grand, the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation hosted the 6th Annual Circle of Friends Recognition and Spirit of Healing Awards Luncheon in June. Over 250 people attended the annual event – the first ever luncheon recognizing these committed contributors.

“We are so grateful for the continuing generosity of our donors,” notes Gary A. Birken, M.D., Chairman of the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation. “The Foundations achieved another successful year of solid growth and we greatly appreciate the donors who continue to contribute to our mission. This special luncheon really allowed us to personally thank our many friends.”

The event recognized members of the Foundations' Circle of Friends, the Physicians' Circle, the Dream Builders Society, the Gallery of Stars as well as the five Spirit of Healing awardees. Sponsors included Calvin, Giordano & Associates, Inc. and the Health Professions Division of Nova Southeastern University.

“Each year, we look to the community to nominate individuals who are committed to the Memorial Healthcare System for the Spirit of Healing Awards,” says Frank V. Sacco, FACHE, Chief Executive Officer of the Memorial Healthcare System. “The 2004 Spirit of Healing awardees were chosen for their visionary leadership and tremendous impact on our community.”

Continued on page 2...



TOP: The 2004 Spirit of Healing Honorees: From (back row) left Diana Wasserman-Rubin, Morton N. Schwartzman, MD, Rose Proccacci, (front row) left Robert C. Amchir, and John A. Benz.



RIGHT: Lynn C. Marks, CFRE, Executive Director of the Foundations, thanks the event's emcee, Mark Schumacher for a job well done. Schumacher anchors the Morning News on Channel 10.

\$1.4 Million in Grants will Launch Schools of Wellness Initiative



The Robert Wood Johnson Foundation, Children's Services Council of Broward County, Health Foundation of South Florida and the Quantum Foundation have together awarded Joe DiMaggio Children's Hospital Foundation grants totaling \$1,447,519 over three years to launch the most orchestrated initiative to teach healthy habits to 4th and 5th graders in 50 South Florida schools. The *Schools of Wellness Initiative* will promote life-long wellness skills, emphasizing physical activity and culturally sensitive nutrition, with the ultimate goals of improving the health, academic performance and attendance of elementary school children. This project is designed to decrease the alarming rate of childhood obesity locally and serve as a model program for other communities throughout the United States.

The *School of Wellness Initiative* is made up of a unique regional alliance of collaborative partners – Health Care District of Palm Beach County, Joe DiMaggio Children's Hospital Foundation, North

Broward Hospital District, the School Board of Broward County, the School District of Palm Beach County and the YMCA of South Palm Beach County. Together, the partners developed the *Schools of Wellness Initiative* that includes a school-based physical activity program called SPARK (Sports Play and Active Recreation for Kids); Lifelong Wellness Program; an incentive-oriented walking program called South Florida Moves, paired with The President's Challenge Active Lifestyle Program; and a social marketing campaign to promote positive healthy lifestyle choices.

“With the School of Wellness Initiative, students will learn techniques to develop and maintain activity in their school setting, home environment and within peer interactions.”

“We are delighted with the outstanding collaborative support we have received to start this important initiative,” says Lynn C. Marks, Executive Director of the Memorial Foundation and Joe

DiMaggio Children's Hospital Foundation. “With the *School of Wellness Initiative*, students will learn techniques to develop and maintain activity in their school setting, home environment and within peer interactions.”

Over the next three years, the *Schools of Wellness Initiative* will be implemented at 50 public elementary schools in Broward and Palm Beach counties. An estimated 18,000 students in 4th and 5th grades are expected to participate in the program.

A matching grant from The Robert Wood Johnson Foundation was made through its highly competitive Local Initiative Funding Partners (LIFP) program. The LIFP office received 320 very strong applications for the 2004 awards and only 19 projects (six percent) were selected.

For more information on the Schools of Wellness Initiative, contact the Joe DiMaggio Children's Hospital Foundation office at (954) 985-3454.



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

Winston Churchill once said, "we make a living by what we get, but we make a life by what we give." At the recent 6th Annual Circle of Friends Reception and Spirit of Healing Awards Luncheon, we honored five individuals who truly epitomize the essence of giving back to one's community.

Each year, our community nominates individuals for the coveted Spirit of Healing Awards for "excellence in profession, outstanding community service and commitment to the mission of Memorial Healthcare System." This year's winners encompass the true message behind the awards: service, compassion, devotion and commitment. On behalf of the Memorial Healthcare System, I congratulate Robert C. Amchir, John A. Benz, Pasquale and Rose Procacci, Morton N. Schwartzman, MD, and Commissioner Diana Wasserman-Rubin.

Congratulations to the Circle of Friends Committee, chaired by Colleen Brooks, for their hard work on the event. A touching example of the commitment to the hospital's mission, the centerpieces for the event were hand-painted by volunteers and patients within Memorial Healthcare System, who ranged from age 6 to age 83. We are also grateful for the generosity and support of the Circle of Friends, the Physicians' Circle, the Dream Builders Society and the Gallery of Stars. Their continuing commitment to our mission at the Memorial Healthcare System helps us to achieve great things in our community.

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.

The Winners of the 2004 Spirit of Healing Award...

Continued from page 1...

Robert C. Amchir

The driving force behind the Annual Christmas Toys in the Sun Run, Robert Amchir is president of the South Florida Presidents Council, which is comprised of 32 motorcycle clubs in South Florida. Since 1989, the popular toy run has raised more than \$4.5 million and collected over \$15 million in toys for local children's charities including Joe DiMaggio Children's Hospital, Toys for Tots, the Boys and Girls Club of Broward County and many more.

Under Amchir's leadership, the Council has also pledged \$1 million to Joe DiMaggio Children's Hospital Foundation to name the hospital's pediatric trauma center. Additionally, the Wings of Gold, Amchir's own motorcycle club, has provided \$250,000 to the Conine Clubhouse for families of children being treated at Joe DiMaggio Children's Hospital.



The hand-painted centerpieces were a hit with attendees. Decorated by patients and volunteers of Memorial Healthcare System, sales of the plates benefit the Memorial Foundation.

John A. Benz

More than 20 years ago, John Benz joined the Memorial Healthcare System team. Today, he serves as Chief Strategic Officer, responsible for legislative and community-based activities. Committed to the community, Benz volunteers his time and talent for many organizations including the National Association of Public Hospitals, Leadership Broward, First Call for Help, and WinterFest.

His extensive leadership to Memorial Healthcare System is recognized nationally. Benz is a Diplomat in the American College of Healthcare Executives and has completed a Healthy Communities fellowship program offered by the American Hospital Association.

Pasquale (Pat) and Rose Procacci

The late Pasquale (Pat) Procacci and his wife Rose have, over the years, generously supported many organizations. The couple's involvement in the Excalibur Golf Classic introduced them to the work of the Joe DiMaggio Children's Hospital. Subsequently, they began their support of the hospital and, most recently, established three charitable gift annuities.

In addition to the Foundation, the couple has supported their church, St. Joan of Arc, the Cardiovascular Institute of Philadelphia, and Duke University Children's Hospital. Sadly, Pat passed away in March of this year; however, Rose and their three children continue the couple's devotion to helping others.

Morton N. Schwartzman, MD

With specialty training in cystic fibrosis, Dr. Morton Schwartzman has practiced medicine in South Florida for more than 40 years. As medical director of the nationally accredited Cystic Fibrosis Center at Joe DiMaggio Children's Hospital, Schwartzman conducts on-going medical research on the disease.

A member of the hospital's Executive Committee and vice chief of the hospital's Department of Medicine, Schwartzman also serves on the boards of the American Lung Association of South Florida, the Make-A-Wish Foundation, and the Children's Rehabilitation Network.

Diana Wasserman-Rubin

In November 2003, Broward County Commissioner Diana Wasserman-Rubin was elected to serve as the County's First Mayor. Her career in public service began with her appointment to the South Broward Hospital District Board of Commissioners where she served from 1984 to 1988.

During her term as South Broward Hospital District Commissioner, Wasserman-Rubin supported the expansion of services at Memorial Regional Hospital, the Medical Walk-In Center in Pembroke Pines, and other offsite facilities designed to enhance patient care services.

Wasserman-Rubin has served as President and Co-Founder of Hispanic Unity of Florida, Inc. and as a United Way of Broward County board member.



(From left) Chairman Gary Birken, MD recognizes Arthur Salomon for his commitment to the Foundation with a gift through his estate plan. New Dream Builders Society members were among those honored at the luncheon.

New Board Members Welcomed

Local entrepreneur, Mark Levinson



Along with his wife Robin, Mark Levinson has become one of the top independent jewelry retailers in the United States through their upscale store, Levinson Jewelers.

"I am delighted to join the Foundations board and continue to give back to my community," says Levinson. "Robin and I feel strongly about the need for the best in healthcare for everyone and I'm proud to help the Memorial Healthcare System grow."

Dedicated to his community, Levinson is a past Junior Achievement Laureate, and currently serves on the boards for Jewish Federation, Northern Trust Bank, World Watch Federation and the advisory board for Kids In Distress.

Pediatric Cardiac Surgeon, Richard A. Perryman, M.D.



Richard A. Perryman, M.D. joined the team at Joe DiMaggio Children's Hospital in 1998. Regularly listed in "America's Top Doctors," he understands the critical role the Foundations play in delivering the mission of Joe DiMaggio Children's Hospital to patients. "I'm delighted to serve on the Foundations board, because philanthropy plays a key role in keeping the best healthcare institutions, like Joe DiMaggio, on the leading edge of quality," says Dr. Perryman.

Performing pediatric cardiac surgery for more than 23 years, Dr. Perryman received his medical degree at St. Mary's Hospital Medical School in London, England. He currently performs cardiothoracic surgery, serving as Director of Pediatric Cardiac Surgery at Joe DiMaggio Children's Hospital.

Cardiologist, Michael Rosenbloom, M.D.



"I really believe in supporting this great institution," says Michael Rosenbloom, M.D. "That's why when the Foundations board invited my participation, I welcomed the opportunity to serve. I want to

assist in promoting better health across the community while advancing the technological resources within the Memorial Healthcare System."

Born in Queens, New York, Rosenbloom received his medical degree from the New York University School of Medicine in 1981. While serving on the academic faculty of Washington University in St

Louis at Barnes Hospital for ten years, he was the co-director of the heart transplant program.

Dr. Rosenbloom has served as Chief of Cardiothoracic Surgery at Memorial Regional Hospital since 1996. He specializes in complex cardiac procedures, valve repair and is especially interested in minimally invasive cardiac surgical techniques.

Venture capitalist, Brian D. Schwartz



A partner and managing director of H.I.G. Capital LLC, Brian D. Schwartz has led numerous leveraged buyout and venture capital transactions in diverse industries since joining

H.I.G. more than 10 years ago. Schwartz currently serves on the board of directors for several companies and was instrumental in the founding and development of H.I.G.'s venture capital division.

Schwartz earned his MBA from the Harvard Business School and his BS with honors from University of Pennsylvania. Appointed by Gov. Jeb Bush, he is a board member for the State of Florida Research Consortium and is active in the Young Presidents Organization. Along with his wife Randi and their three daughters, Schwartz resides in Hollywood.

Neurosurgeon, Greg Zorman, M.D., F.A.C.S.



A native of Los Angeles, California, Dr. Greg Zorman has served as the Chief of the Division of Neurosurgery for the Memorial Healthcare System for eight years and is currently Chief of Staff for

Memorial Regional Hospital. He has served as a clinical instructor of neurological surgery at the University of Miami.

Dr. Zorman received his medical degree from Cornell University in 1977 and completed his residency and postdoctoral fellowship at the University of California School of Medicine in San Francisco.

"The team of surgeons at Memorial are specially trained to treat some of the most complex neurological conditions," says Dr. Zorman. "The Foundations are raising critical dollars to continue to provide the best healthcare for our community – not only in neuroscience, but in all areas of medical care."

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



*"If you want to view paradise
Simply look around and view it.
Anything you want to do it. Want to change the
world?"*

There's nothing to it.

*There is no life I know to compare with pure
imagination.*

Living there you'll be free if you truly wish to be."

Lyrics from "Pure Imagination" from *Willy Wonka & The Chocolate Factory*

While we live in the beautiful paradise of South Florida, it takes more than Willy Wonka's pure imagination to provide quality and accessible healthcare to our community. That's why I am particularly pleased to announce the newest membership organization for the Joe DiMaggio Children's Hospital Foundation – the Diamond Angels.

The prestigious Diamond Angels are committed to serving as advocates for the Joe DiMaggio Children's Hospital and raising significant philanthropic dollars to help us care for our community's children. These Angels will help us to meet all of the healthcare needs of thousands of our children – ranging from the simplest emergency service to the most complex cardiac surgery.

On November 13, 2004, the Diamond Angels are hosting the first annual Fairy Tale Ball and have selected the theme of Willy Wonka & The Chocolate Factory. Chaired by Babette Kosar, the event promises to be not only a beautiful one, but also an important one, as it will raise crucial dollars to support the hospital's most pressing needs.

Your membership and participation in this new initiative is critical. Therefore, I invite you to join the Diamond Angels at this very special affair. Invitations will be mailed in October. I also encourage you to call the Foundations office at (954) 985-3454 to learn more about Diamond Angels membership. As Willy Wonka said, "There's nothing to changing the world if we all put our minds to it." I look forward to seeing you at the gala.

Angels Enter the Field at Joe DiMaggio Children's Hospital

Recently created to support the Joe DiMaggio Children's Hospital Foundation, members of the Diamond Angels are part of a new, prestigious society, serving as advocates for the hospital and its pediatric programs in the community. In fact, more than 30,000 children from our community were treated in the Emergency Department at Joe DiMaggio Children's Hospital over the past year.



Chatting with Frank Sacco before the first Diamond Angels' membership luncheon are (from left) Mindy Brown, Babette Kosar, Linda Hofmann, and Elaine Appel.

"The Foundations are thrilled with the response to this new membership society," says Lynn C. Marks, CFRE, executive director for the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation. "The 140 founding members of the Diamond Angels are truly dedicated to our community's children – and their access to quality healthcare."

The founding board consists of a varied group of leaders in business, philanthropy, medicine and parents in the community. The Angels are now working on *The Fairy Tale Ball*, their premier gala which is scheduled for November 13, 2004 at the Harbor Beach Marriott.

"The committee and Diamond Angels members are definitely hard at work on the ball," notes Babette

Kosar, founding chair for the Diamond Angels and board member for the Foundations board. "The theme, 'Willy Wonka and the Chocolate Factory,' will make it a terrific event – lots of imaginative touches and chocolate galore! Most importantly, the event will raise much needed dollars to support the work of the Joe DiMaggio Children's Hospital."

Membership in the Diamond Angels is still available and their next membership luncheon will be held on September 29, 2004 on the Joe DiMaggio Children's Hospital campus.

For more information about membership in the Diamond Angels, please contact Paula Jones at (954) 985-3454 or pjones@mhs.net.



Diamond Angels Board of Directors

Chairman: Babette Kosar	Ronnie Greissman
Directors:	Jeanne Hudson
Mindy Baer	Kim Lieberman
Holly Bodenweber	Wendy Masi
Cindy Conine	Roz Perlmutter
Maxine Davis	Mary Riedel
Jackie Feldman	Randi Schwartz
Kelly Young Finkel	Mary Stelnicki
Hillary Frankel	Sharon Truske
Marietta Glazer	Lori Westerman



(From left) Don Eachus shares information about the Joe DiMaggio Children's Hospital with Jeanne Hudson, and Holly Bodenweber.

11th Annual Golf Tourney at Hollybrook Golf & Tennis Club Benefits Memorial Hospital West

In March, members of the Hollybrook Golf & Tennis Club teed off to participate in the 11th Annual Tournament benefiting Memorial Hospital West and raising over \$47,000.

The success of the tournament is attributed to the commitment and tireless efforts of tournament co-chairmen Ron Pacella and Michael Levine, and all the dedicated, supportive and enthusiastic Hollybrook volunteers who gave of their time for their community hospital. Following the tournament, a delicious luncheon and an awards ceremony was held.

Proceeds from this year's tournament will enable



(From left) Receiving a plaque of appreciation are Mike Levine, Tournament Co-Chairman, Ron Pacella, Tournament Co-Chairman, and Sal Goodowitz, Tournament Treasurer from Zeff Ross, Administrator, Memorial Hospital West.

Memorial Hospital West to continue meeting the needs of our community in providing high quality healthcare by underwriting state-of-the-art anesthesia monitoring equipment for the hospital.

Zeff Ross, administrator for Memorial Hospital West, was presented with a check for \$47,278 from the Hollybrook Golf & Tennis Club. "We are deeply grateful for the continuing, generous support of our friends at Hollybrook," said Ross. "Their commitment is a true testament to our mission. We look forward to working with them again for the 12th annual tournament next year."

Excalibur Classic Raises Over \$100,000 and It's "All for the Children"

Held in April 2004, the 6th Annual Excalibur Classic once again raised over \$100,000 for the benefit of Joe DiMaggio Children's Hospital and Duke Children's Hospital and Health Center. A three-day celebrity golf tournament, the Excalibur Classic was founded in 1998 by Ray Imperial and takes place in Palm Beach County.

"Every child deserves excellent medical care. The Excalibur Classic is really all for the children," says Ray Imperial, Excalibur Classic Chairman. "We are happy to continue to raise dollars each year through the event to help Joe DiMaggio Children's Hospital and the Duke Children's Hospital and Health Center. And, we all have a lot of fun during the three days of festivities as well!" Not only do participants enjoy great golf, they also are treated to a star-studded gala, a comedy night, silent auction, and much more.

"We are honored to be recipients of the Excalibur Classic each year," notes Nina Tucker, Administrator of Joe DiMaggio Children's Hospital. "These generous dollars really do help us to achieve our goals and supports our mission to treat every child like our own at Joe DiMaggio Children's Hospital."

Funds from the Excalibur Classic have purchased cardiac ultrasound equipment, a Blood Mobile and other critical items for the Joe DiMaggio Children's Hospital.

For more information about the 2005 Excalibur Classic, please contact Ray Imperial at (561) 391-9950.



During the tournament, golfers played on two challenging courses, Emerald Dunes and Atlantis Country Club. This foursome (from left) of Jim Genuardi, Steve Breuster, Woody Woodbury, and Ray Mulligan had a great day on the links.

"These generous dollars really do help us to achieve our goals and supports our mission to treat every child like our own at Joe DiMaggio Children's Hospital."



Ray Imperial (left) thanks Scott Record for his entertaining performance at the closing dinner of the Excalibur Classic.

CGA Rates Still Favorable

A Charitable Gift Today Yields Income for Life

With interest rates at historical lows, the popularity of charitable gift annuities is high. "For the past several years, interest in gift annuities has been strong," said Jennifer Jones, CFP®, Director of Planned Giving for the Foundations. "By establishing a gift annuity, donors make a difference in our community's healthcare while securing an income for the rest of their lives. It's a win-win situation."

Jones said if someone is considering a future donation, a charitable gift annuity could make a lot of sense today. Charitable gift annuities with the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation can be established with gifts beginning at \$10,000. For more information, please contact Jennifer Jones at (954) 985-3454.

Age	Rate	Age	Rate	Age	Rate
70	6.5	77	7.4	84	9.2
71	6.6	78	7.6	85	9.5
72	6.7	79	7.8	86	9.9
73	6.8	80	8.0	87	10.2
74	6.9	81	8.3	88	10.6
75	7.1	82	8.5	89	11.0
76	7.2	83	8.8	90+	11.3

Rates as of July 1, 2004



KISS Cares for KIDS Radiothon

Listen to 99.9 FM KISS Country
on Friday, August 27, 2004
for the
2nd Annual KISS Cares for KIDS Radiothon
at Pembroke Lakes Mall

Committed to the community and our children, KISS Country sets the day aside to promote Joe DiMaggio Children's Hospital, raising money for the children of our community. Last year, KISS raised \$106,000, this year KISS strives to make it bigger and better!

Money raised during the 2004 "KISS Cares for Kids Radiothon" will go directly to renovating the JDCH Emergency Department.

If you, your organization or business would like to find out how you can become a part of the 2004 Kiss Cares for Kids Radiothon, please call Sandy Sloane at (305)-654-1700 or e-mail her at Sloane@wkis.com.

Memorial offers "National Model" of Healthcare Delivery

The following letter by Frank V. Sacco was published in *The Herald* on Tuesday, April 13, 2004.



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

In such economic times when the number of uninsured Americans is staggering – 41.2 million people based on the last U.S. Census – one has to wonder, is there a healthcare solution for the uninsured out there?

The South Broward Hospital District, also called the Memorial Healthcare System, is the public, non-profit system serving South Broward County residents. We have devised an impressive, cost-effective method that can be viewed as a "national model" in healthcare delivery. This model provides the same access and the same high standard of quality to all residents, regardless of ability to pay.

The equation is a simple one: Through sound management and strategic leadership, Memorial Healthcare System leverages its operating revenues (private funds) back into the community to lessen the taxpayers' burdens and help subsidize care for the poor and uninsured. At the same time, we offer our community a broad scope of healthcare services.

Income should not be an impediment in obtaining the healthcare you need. Our Charity and Uninsured Discount Programs provide free medical care for patients with incomes up to 200 percent of the Federal Poverty Guideline (for a family of four, this is \$36,800) and deep discounts (60-90 percent) for patients with incomes up to 400 percent of the guideline (for a family of four, this is \$73,600). For uninsured patients with income levels above 400 percent, we provide prompt resolution discounts in the range provided to managed-care companies. We offer all uninsured patients extended payment plans with no interest charges.

If you are a resident of South Broward County, whether you're insured or uninsured, you have access to services such as inpatient, outpatient, emergency room, home health and nursing home care. These services further include primary care for adults and children, OB/GYN care and specialty-physician care. You have access to Memorial's network of hospitals, including Memorial Regional Hospital, Joe DiMaggio Children's Hospital, Memorial Hospital West, Memorial Hospital Pembroke, as well as Memorial Home Health

Services, Memorial Manor Nursing Home and other Memorial facilities throughout South Broward County.

This system also offers our community many programs beyond traditional hospital services, from school-based care to disease-management programs and numerous community-based initiatives.

Remarkable Care

Memorial Healthcare System has provided \$256.6 million in uncompensated care this year. That's a remarkable figure when you consider that the Healthcare System received less than \$42 million in tax revenues to help defray the costs. In fact, Memorial's tax revenues account for less than 5 percent of its total net revenues. 2004 will bring us its share of challenges, given that we are expecting to incur an estimated \$300 million in uncompensated care.

Memorial Healthcare System has provided \$256.6 million in uncompensated care this year. That's a remarkable figure when you consider that the Healthcare System received less than \$42 million in tax revenues to help defray the costs.

Despite these numbers, taxpayers have fared well. The Board of Commissioners for the South Broward Hospital District has been able to reduce the tax millage rate in 2000, 2001, 2002 and 2003.

The millage rate for 2004 remains the same as 2003. Notably, the rate is the lowest in 17 years, an exceptional achievement in today's environment.

One strategic move was initiating our Primary Care System in 1992. We started with approximately 8,000 primary-care visits in South Broward County, and in 2003 there were more than 100,000 visits. This program provides healthcare services for patients in our most disadvantaged communities.

The benefits of this Primary Care System are many. Patients receive on-going care, helping them to remain healthy. They are also treated in a less-expensive setting compared to the alternative of an emergency room. Our Primary Care patients experience wait times similar to those in private doctors' offices by the insured population. Patient satisfaction is high.

At Memorial Healthcare System, we believe in investing back into our community. Over the next five years, approximately \$500 million will be reinvested in South Broward County in the form of a new hospital and medical campus in West Miramar, facility expansions and modernizations at various sites, new technology, state-of-the-art equipment and patient care systems designed to improve service.

While others in America may be promoting a stripped-down health insurance plan that does not include catastrophic coverage or even basic benefits, I strongly believe that we provide our community a far superior model of healthcare delivery that should be considered a "national model."

Recognized as an abstract expressionist, New York artist Vee Corallo is now a curator at Art Serve in Ft. Lauderdale. Vee recently volunteered her time and creativity by painting the walls and ceiling of a treatment room at Joe DiMaggio Children's Hospital. Artists were coordinated for this project by Pauline Hovancak of Bea's Fund. The Bea's Fund "Art for the Heart" project is dedicated to creating supportive and healing environments for children afflicted with cancer and serious illnesses. Affiliated with Joe DiMaggio Children's Hospital Foundation, the fund was established to fulfill the vision of Bea Hovancak Stanley, a noted Florida artist and cancer victim.



Mark your Calendar



Friday, August 27, 2004 – KISS Cares for KIDS Radiothon. 99.9 KISS Country hosts the 2nd annual KISS Cares for KIDS Radiothon at the Pembroke Lakes Mall. KISS Country sets the day aside to promote the children's hospital and raise money for the children of our community.

September 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 during the month of September. The unveiling of these unique rockers will be during the Las Olas Art Festival on September 4th and 5th. These one-of-a-kind chairs will be auctioned on October 1st at the Broward Performing Arts Center. Proceeds from the evening's auction and gala will benefit Bea's Fund at Joe DiMaggio Children's Hospital Foundation. For information, visit www.beasfund.com.

Thursday, October 28, 2004 – Rodenberg Lecture Series is held each fall in support of women's health. The public is welcomed to this free lecture, thanks to the support of the Dr. Thomas and Joan Rodenberg Endowment at the Memorial Foundation. This year's speaker will be Dr. Ruth Westheimer. For information on sponsorship or the VIP Champagne reception, please call the Foundation Office.

Saturday, November 13, 2004 – 1st Annual Fairy Tale Ball. Please join us as the new, prestigious Diamond Angels kick off the inaugural gala at the Marriott's Harbor Beach Resort and Spa to benefit the Joe DiMaggio Children's Hospital Foundation. To obtain tickets or sponsorship information, please call the Foundation Office.

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 consists of 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. Prices are \$5 and \$3.

Sunday, January 30, 2005 – Walk for Special Needs. This 2nd annual walk-a-thon through Hollywood Hills 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 Ray Imperial at (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

Editor's Correction

In the Spring 2004 issue of the Chronicle, the following contributions were incorrectly listed.

Gifts by Mrs. Dee Dee Roache in memory of:

- Charles Joseph "Joey" Roache
- Wayne A. Roache, Sr.
- Wayne A. Roache, Jr.

On behalf of the Foundations, we apologize for the error.