

Giving Matters

St. Jude Memorial Foundation Donor Newsletter

St. Joseph Health 
St. Jude Medical Center
A member of the St. Joseph Hoag Health alliance



Giving Back for a Life Regained



Dick Joe assumed his fatigue was just part of getting older. The stockbroker and grandfather of four recalls taking walks with wife, Marian, that left him short of breath and feeling weak. It wasn't until a visit to the Great Wall of China that Dick was certain something was not right.

"We started climbing, and I was huffing and puffing," he recalls. "I never made it up the Great Wall."

Dick would need an aortic valve replacement, a type of open heart surgery with a typically lengthy recovery time. "The news was a shock, but I felt like I was in good hands with St. Jude," explains Dick.

The procedure was successful thanks to the expert team of surgeons and specialists from St. Jude's Cardiac Surgery Program, which has received the top national rank of three stars from the Society of Thoracic Surgeons. But surgery was just the beginning of Dick's road to recovery.

Over the next three months, Dick worked diligently to regain his health through St. Jude's nationally-recognized Cardiac Rehabilitation Program. Three times a week, with support from a multidisciplinary team of physicians, advance-practice cardiac nurses, exercise physiologists, educators and registered dietitians, Dick would undergo a personalized rehabilitation plan to help him get back on his feet.

"I was in tough shape. I couldn't walk fast, I couldn't pull. It was almost starting at ground zero," he remembers. "But the staff was so patient, kind and kept me positive. After a while, I looked forward to going to rehab."

Upon graduating "with honors" from the program, Dick feels a tremendous difference in his health. "Thanks to St. Jude, I consider myself in better shape than I was before this whole episode happened," says Dick with a smile.

"I am so grateful for everything St. Jude has done for our family," says Marian, who also experienced the program after doctors discovered a blockage in one of her arteries.

The Joes, who are donors to St. Jude, had traditionally made gifts undesignated to "where the need is greatest" in the hospital. But this time, they wanted to support the program which had profoundly impacted their lives.

"During a visit, the Joes spotted a repair tag on one of our recumbent exercise bikes and I jokingly told them we were going to sell snack to get it fixed," laughs Mel Leopoldo, BSN, CCRP, Cardiac Rehabilitation Program clinical coordinator. "A few weeks later, a donation came in to replace the bike from the John H. Grace Foundation, of which Marian is the trustee."

The number of patients seeking cardiac rehabilitation at St. Jude has grown considerably, and gifts like the Joes' can help the team serve even more patients with personalized rehabilitative care. "We are so appreciative of the Joes. Having the latest equipment will directly help those we serve regain their quality of life," says Mel.

For the Joes, it is reassuring to know that these life-changing programs are just down the street. "St. Jude did so much for us, we wanted to do something to help them," says Marian. "A hospital needs resources to provide the very best care, and we are delighted to do our part to help."



**Wish to support a program meaningful to you?
Contact the Memorial Foundation at (714) 992-3033.**

Philanthropy in a Flash ⚡

For your gift of time, treasure or talent, we extend our heartfelt thanks to:



Adrian Barela, who handcrafted 60 blankets and donated them to the infusion center for his Eagle Scout Project.



Pieology Pizzeria in Fullerton for allowing 20 percent of their sales on August 23 to support St. Jude's Community Benefit Program.



High school students who organized a classical music concert and raised over \$2,300 for St. Jude's Neurosciences Institute.



Volunteers who were honored at a Years of Service Ceremony for milestones ranging from five to 45 years with St. Jude.



Retired St. Jude Chief Operating Officer Doreen Dann, for hosting an annual gathering that raises over \$1,000 for nursing scholarships each year.



Members of Yorba Linda Country Club who raised \$18,000 through their annual golf tournament for the 3D mammography project.

Are You Up for Their Challenge?



St. Jude donors Wo Kong Kwok, PhD and Olga Kwok are extending a challenge to the community: **Meet or exceed their \$50,000 gift to help bring 3D mammography to St. Jude's Kathryn T. McCarty Breast Center.**

Starting now, donors can double the impact of their dollars — up to \$50,000 — by participating in this exciting community challenge

which will culminate at St. Jude's A Walk Among the Stars Fashion Show & Luncheon on October 14.

➤ To make your gift to 3D mammography go twice as far, visit donate.stjudemedicalcenter.org/challenge or call (714) 992-3033.

A Heartfelt Gift for the Present and Future



Charles “Ched” Salovesh, JD, was no stranger to palliative care at St. Jude. His wife, Dorothy Lippman Salovesh, NP, was instrumental in launching the program in 2003. Under her leadership, St. Jude became regionally-recognized for palliative care, and today, other hospitals study the program as a best-practice model in this once little known field of medicine.

While Ched understood the goals of palliative care—providing an extra layer of medical and emotional support for those managing a chronic or life-limiting condition or illness—his appreciation for the program substantially deepened when he benefited from these services himself later in his life.

Sample CGA Rates (One Recipient)		
Age	New Rate	Old Rate
70	5.6%	5.1%
75	6.2%	5.8%
80	7.3%	6.8%
85	8.3%	7.8%
90+	9.5%	9.0%

Earlier this year, in honor of their appreciation and passion for the program, Ched and Dorothy announced plans to create an endowment for palliative care services at St. Jude. The seed funding for this endowment came from a planned gift that Ched set up in 2002.

“By seeding this endowment, Ched has ensured a permanent source of funding to meet the needs of patients into the future. We are incredibly grateful for this generous act of kindness,” says Susan Smith, Vice President of Philanthropy and Chief Development Officer at St. Jude Medical Center.

A man of foresight—a characteristic that served him well during his accomplished career in legal and law enforcement—Ched originally established his legacy gift to St. Jude through a charitable gift annuity (CGA).

This type of gift pays the donor, or a designated loved one, a guaranteed stream of income during their lifetime while also offering various tax benefits. The remainder supports St. Jude Medical Center—and in Ched and Dorothy’s case, the funds seeded an endowment that will forever carry the Salovesh family name while supporting a program near and dear to them.

Although the vehicle offered financial and tax benefits, Ched’s decision to give was motivated by his love for St. Jude and its healing mission.

“The choice to donate is made on the heart, not on the dollars,” Ched said at the time of making his gift. “When we decided to make our gifts, our hearts were already with St. Jude.”

St. Jude is forever grateful to the Saloveshes for helping ensure the long-term strength of the Palliative Care Program. Their legacy will provide everlasting comfort and healing to both patients and families for generations to come.

➤ **Interested in supporting St. Jude through a gift that pays income back to you? Now is the time. Charitable gift annuity rates are the highest they’ve been in years. Contact the St. Jude Memorial Foundation at (714) 992-3033 to learn more.**



Reflections on Detection

Q&A with St. Jude Kathryn T. McCarty Breast Center Medical Director Brad Silveira, MD



to traditional mammography, and saving thousands of women from the anxiety of additional scans and callbacks. We need this technology. We owe it to the women in our lives and future generations.

Q: What personally motivates you in the work that you do?

Hands down, my patients. I truly care about the people who entrust me with their care. I want to do everything possible to ensure they have the best possible outcomes, so that they can live long, full and prosperous lives.

Also, I've personally lost several people in my life to breast cancer, including my first wife. Far too many people are affected by this disease, and I am motivated by the advancements we are seeing in technology and immunotherapies that may one day lead to breast cancer being eradicated.

Q: What do you want to say to our donor community?

Thank you so much for your investment in the work that we do. The technology at my fingertips, the research you enable, the facilities in which we practice—none of it would be possible without your support. Every life I touch, please know that you are right there with me. I am so immensely grateful.

➤ Call (714) 992-3033 for more information on the 3D mammography project.

60%
to Goal
for 3D
Mammography
Project

.....

Help St. Jude reach its
\$4.1 million goal
to acquire six 3D
mammography units
to serve 30,000 women
screened each year.

Q: Why is having regular mammograms important?

Studies show that having a regular mammography screening—meaning once a year—cuts lives lost by breast cancer by almost a third in all women age 40 and over. Early detection is still the single most effective way to beat breast cancer. Any woman over the age of 40 should be getting screened annually.

Q: What is the most promising breakthrough you've seen in the fight against breast cancer?

Number one: cutting-edge technology for early detection—particularly the 3D mammography, or digital tomosynthesis, technology that St. Jude is striving to acquire. This advancement is a huge leap forward in preventative screening, increasing the detection rate of breast cancer by 40% in several studies compared

Philanthropy: Making the Impossible, Possible



Last August, Keiko Matthews, MSN, RN, completed her shift at St. Jude, went home, and woke up the next day with an excruciating headache. She asked her fiancé to call 911, and remained conscious just long enough to hear the paramedics discussing where to take her. The last thing she remembers is silently repeating “Please take me to St. Jude.”

Keiko got her unspoken wish and came out of a coma 10 days later in St. Jude’s CCU—and learned she had been diagnosed with a blister aneurysm, a condition that is as rare (representing less than one percent of all aneurysms) as it is deadly, creating one of the highest mortality rates of any neurological condition.

A ventriculostomy catheter was placed to drain excess blood and relieve pressure on Keiko’s brain in preparation for the next step: a highly delicate neurointerventional procedure to place a flow-diverting stent and reconstruct the brain’s blood flow.

Because of the rareness and complexity of the procedure, only a handful of neurointerventionalists in Southern California have the experience and expertise to do it—one of whom is at St. Jude. “This type of aneurysm is particularly volatile, as the slightest touch can create an unstoppable bleed,” explains Hamed Farid, MD, Medical Director of Interventional Neuroradiology, who successfully performed the high-risk procedure.

Thanks to donor support, St. Jude can place the latest technology and therapies in the hands of highly-skilled physicians like Dr. Farid to successfully treat a wide range of neurological issues, including rare and dangerous conditions like Keiko’s.

Community members generously funded the neurointerventional biplane system used for Keiko’s main procedure. Philanthropists Harold and Henrietta Lee made a landmark gift that helped build the cutting-edge neurosurgical suite where Dr. Farid performed the most sensitive part of her surgery. Philanthropy also supported clinical education for the neuroscience nurses, enabling them to provide the best care for Keiko across each step of the way.

With resources like these, St. Jude ensures patients benefit from the highest level of care available anywhere. Access to leading-edge capabilities also helps attract and retain nationally-renowned experts like Dr. Farid.

“I am so grateful for donors who invest in our work and allow us to provide patients with the best outcomes possible,” says Dr. Farid. “Support from our community makes me proud to be part of the St. Jude family.”

A month after arriving by ambulance, Keiko returned home and began outpatient therapy at the St. Jude Centers for Rehabilitation and Wellness where she worked to regain her speech and memory. Despite being told to “take it slow,” she forced herself to go back to school and finish her thesis. She graduated with her master’s degree earlier this year and is now back at work full-time.

“Every day, I thank God for the physicians and caregivers at St. Jude,” says the mother of a 19-month and three-year old. “I knew we were really good at treating neurological issues, but to have your life handed back to you despite the odds is simply incredible.”





To learn how you can help offer patients the very best opportunity to recover and heal, contact the St. Jude Memorial Foundation at (714) 992-3033.

Featured Inside

- Giving Back for a Life Regained
- A Heartfelt Gift for the Present & Future
- Physician Q&A: Reflections on Detection
- Philanthropy: Making the Impossible, Possible
- Are You Up for Their Challenge?
- Philanthropy in a Flash

Contact Us

St. Jude Memorial Foundation
1440 N. Harbor Blvd., Suite 200
Fullerton, CA 92835
(714) 992-3033 • SJMF@stjoe.org

 stjudemedicalcenter.org/foundation
 facebook.com/stjudememorialfoundation



News Flash: St. Jude was once again named one of California's best hospitals by *U.S. News & World Report*. Out of 350 hospitals throughout California, we ranked 16th, and in Orange and Los Angeles Counties, ninth, earning St. Jude a spot on the magazine's prestigious Best Regional Hospitals list. St. Jude was also among the top 10 percent of U.S. hospitals in 10 different specialties and conditions.

Save the Date



Light Up a Life: Celebration of Love and Remembrance

November 11, 2018
St. Jude Medical Center Chapel
Supporting St. Jude's Palliative Care Program



ShowCare Music & Talent Competition

February 8, 2019
Hope International University, Fullerton
Supporting St. Jude's Care for the Poor Programs



Neighbors Helping Neighbors Dinner

March 14, 2019
Summit House Restaurant, Fullerton
Supporting St. Jude's Care for the Poor Programs

*A walk
among the
Stars*

Fashion Show & Luncheon

Starring cancer patients and survivors



10.14.2018

ANAHEIM MARRIOTT

Supporting St. Jude's
Crosson Cancer Institute