

# Giving Matters

St. Jude Memorial Foundation Donor Newsletter

## A Gift That Never Stops Giving

Each holiday season, St. Jude is blessed with philanthropic gifts of love and gratitude from you, our incredible donor community. While many people struggle to find the perfect present for their family and friends, you continue to impress us with touching and creative ways in which you turn a gift to St. Jude into an expression of love for someone you care about. Here are some meaningful ways of giving that have made an everlasting impact.



IN HONOR OF \_\_\_\_\_

### Showing appreciation to a St. Jude caregiver or team

"This donation expresses our appreciation for the courtesy and compassion shown by one of your staff, Kim, in the surgery center. My husband has been a patient of St. Jude for over 60 years. We don't often feel compelled to express our opinions, but the outstanding service we received made it compulsory to do so. Kim treated us as though he was her only patient. I felt she genuinely cared and that she treats all her patients with the same kindness."

IN MEMORY OF \_\_\_\_\_

### Honoring the life of a loved one

"I'd like to make this gift in memory of my husband, Richard, who recently passed away after a long battle with cancer. Richard was a giving soul who was always willing to help anyone in need. I can think of no better way to honor his legacy than to support St. Jude, a place that serves the physical and emotional needs of so many in our community."

IN LIEU OF \_\_\_\_\_

### Gifting for good

"I am pleased to make this gift in honor of newlyweds, Alex and Melissa Donovan, who asked that donations be made to St. Jude instead of wedding gifts. May this donation help others lead long and happy lives, much like the Donovans have ahead of them."

IN CELEBRATION OF \_\_\_\_\_

### Highlighting a happy occasion

"My mother is grateful for every year of life that she gets to celebrate thanks to what St. Jude did for her when she was in the hospital 10 years ago. This donation is in honor of my mother on her birthday."



Considering a year-end gift to St. Jude? Check inside for tips and deadlines.

## Tips

# Make Your Year-End Gift Count

- ✓ **Gifts by USPS** must be postmarked by Dec. 31, 2019.
- ✓ **Gifts via couriers like UPS or FedEx** must be received by the Foundation office by 5 p.m. on Dec. 31, 2019.
- ✓ **Gifts by credit card** (phone-in or online) will be counted on the date the charge is made, not the date it is processed by the financial institution.
- ✓ **Hand-delivered donations** must be received by 5 p.m. on Dec. 31, 2019 at the Foundation office.
- ✓ **Gifts by stock transfer** must be completed by Dec. 31, 2019. Simply ask your broker to make a transfer to St. Jude Memorial Foundation's brokerage account: Charles Schwab, Acct. #8411-1051, DTC #0164. Please inform us of your stock gift ahead of time so we can credit the gift appropriately.
- ✓ **Gifts by charitable IRA rollover**, now a permanent giving option, should be started much earlier than the Dec. 31, 2019 deadline, as processing by your IRA administrator could take a few weeks.

## St. Jude Memorial Foundation



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[donate.stjudemedicalcenter.org](http://donate.stjudemedicalcenter.org)

**Thank You  
For Your  
Support!**

## Welcome New Chief Philanthropy Officer Mary Eileen “Dub” Drees

Dear friends and supporters,

Having spent most of my life in north Orange County, I've always known that St. Jude is a special place. From my nieces and nephews being born here to close family members and friends receiving treatment at St. Jude, there was never a doubt in my mind that this is the hospital you go to receive high-quality, mission-centered health care.

That impression was further strengthened during my first months here as Chief Philanthropy Officer. From meeting with our incredible clinical and executive leaders to learning the rich history of our founding Sisters and interacting with our passionate board, volunteers and many of you — our loyal donors — it was confirmed in my heart that St. Jude is, in fact, different.

It is a difference centered on the relentless pursuit of excellence, coupled with a genuine caring and compassion from every caregiver — from the valet

attendant to the clinician. And it is a distinction that I believe is fueled by the sincere love and dedication of this giving community.

I am so honored for this opportunity to build upon our partnership. This is truly my “dream job,” and I cannot wait to experience the extraordinary things we will do together to bring hope and healing to more families here in north Orange County.

With humble gratitude,

**Dub Drees**  
Chief Philanthropy Officer  
St. Jude Medical Center



Learn more about Dub by visiting: [tinyurl.com/DubDreesBio](http://tinyurl.com/DubDreesBio)

# A Walk Among the Stars Celebrates a Milestone Anniversary

Salma Bushala-Hamud peers out anxiously from behind a thick black curtain. The show is about to start at A Walk Among the Stars, an event she has chaired for over 23 years and holds a special place in her heart due to her own battle with cancer, as well as her daughter's. The room goes dark, with only a single backlight illuminating the silhouette of a model about to walk down the runway.

But this is no ordinary fashion show.

For Salma, the 700-plus audience and the cancer survivors about to take the stage, this will be a transformative experience like no other — filled with emotion, hope and an exuberant display of courage and survivorship.

This year marks the 30<sup>th</sup> anniversary of A Walk Among the Stars, an event that brings together survivors, families, clinicians, community members and donors to both celebrate those who have bravely fought the battle with cancer and support the lifesaving care of St. Jude's Crosson Cancer Institute. To highlight this milestone year, the event is transitioning from a traditional luncheon to a Saturday evening gala. And according to Salma, no detail will be spared in creating an unforgettable experience.

"We really wanted to elevate this year's event and make it a night to remember for everyone, from our cancer survivor models to our supporters who give generously to make these survivor stories possible," she says. "If you've never been to A Walk Among the Stars, this is the year to come. And if you've attended before, you won't want to miss the special things we have in store for our pearl anniversary."

Some of those unique experiences include:

- Fashion show featuring cancer survivor models from the event's 30-year history
- Live entertainment and dancing
- High-end silent auction
- Live auction featuring a luxury rental in St. Thomas and Park City Getaway during the Sundance Film Festival
- Golden Ticket opportunity drawing for a Seven-Night European River Cruise for Two

Proceeds from this year's event will help complete the final phase of St. Jude's priority initiative to fully transition its Kathryn T. McCarty Breast Center to state-of-the-art 3D mammography. With the project already at 87 percent of its fundraising goal, A Walk Among the Stars is expected to take it across the finish line.

Accelerating the race to the finish is a \$150,000 Challenge Gift posed by two generous families. **Donors during the A Walk Among the Stars paddle raise will have the opportunity to have their gifts be doubled thanks to these generous community members.**

"For many of us blessed enough to call ourselves survivors, we know that early detection is key to overcoming this terrible disease," says Salma. "By helping secure this groundbreaking technology, we can replace pain and suffering with hope and survivorship for thousands of women across north Orange County. That is such an incredible honor."



To give toward the \$150,000 Challenge Gift or learn more about A Walk Among the Stars, please call (714) 992-3033 or email [sjmf.events@stjoe.org](mailto:sjmf.events@stjoe.org).



# Know Me, Care for Me, Ease My Way

Philanthropy supports rehabilitation program's rise to excellence



For those who have suffered from an event that prevents them from living their daily lives normally, such as an injury or illness, rehabilitation can be just as critical as the right diagnosis and treatment.

Thanks in large part to philanthropy, rehabilitation was the very first center of excellence at St. Jude Medical Center. Today, thanks to continued community support toward expansion and enhancement of rehabilitation services, St. Jude is recognized as a national leader in the field — attracting patients from across Southern California and beyond.

The opening of St. Jude's donor-supported Centers for Rehabilitation and Wellness in 2008 accelerated the program's growth, offering features such as a therapy gym, therapy pools, outpatient neuro-rehabilitation area and chronic pain program. Recent contributions to the program have funded everything from new technology and equipment to educational opportunities for clinical staff to advance their skills and knowledge or participate in evidence-based research programs.

As a result of the community's investment, St. Jude offers one of most comprehensive and innovative rehabilitation programs in Southern California,

a recognition evidenced by the hospital's recent accreditation by CARF (Commission on Accreditation of Rehabilitation Facilities). Only about 44 of California's 341 hospitals meet CARF's standards for inpatient rehabilitation accreditation. Even less — just 19 California hospitals — offer an accredited comprehensive outpatient program.

## How few in California?

- St. Jude is 1 of only 3 hospitals to earn accreditation in Stroke Recovery,
- 1 of only 6 hospitals to earn accreditation in Spinal Cord Rehabilitation, and
- 1 of only 15 hospitals to earn accreditation in Brain Injury Recovery for adults and adolescents

"We are grateful for donors past and present whose gifts have helped countless patients rebuild their lives and reclaim their independence through rehabilitation," says Eugene Kim, MD, Chief Medical Officer, St. Jude Medical Center. "As we expand into new specialty areas, that partnership will continue to be vital to the pursuit of excellence and innovation, now and into the future."



To learn more about supporting our world-class rehabilitation programs, please call the Foundation at (714) 992-3033.

# Philanthropy in a Flash

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



**Foye Belle Foundation**, who partnered with the Crosson Cancer Institute to prepare and deliver 125 comfort bags to infusion patients.



**The 200 attendees of our Golf Classic**, who raised \$147,000 to support fully equipping our breast center with 3D mammography technology.



**Two Saucy Broads Pizza** for their annual fundraiser that raised \$5,300 to benefit the Crosson Cancer Institute in memory of their late mother's battle with cancer.



**Buena Park Police Department** for selecting St. Jude as a beneficiary of their Pink Patch Project for the third year in a row, donating \$6,000 to support the Kathryn T. McCarty Breast Center.



**Supporters** who attended our first-ever Donor Appreciation Storytelling Dinner event.



**Jacque Williams**, clinical lab technical assistant, who is supporting St. Jude's mission by enrolling in the "It Starts With Us" Caregiver Giving Campaign.

## You Help Make us One of America's Best

St. Jude Medical Center has again been named one of America's 250 Best Hospitals by Healthgrades, a leading resource for quality information. After analyzing clinical performance and patient outcomes for more than 4,500 hospitals, Healthgrades announced the

highest performing hospitals to help consumers identify and benefit from high quality care. America's 250 Best Award recipients represent the top 5 percent of hospitals in quality and patient safety in the nation.



# Three Decades of Compassionate Care

With over 26 years of volunteering at St. Jude, Charles Steichen has surpassed a milestone of 6,000 service hours. However, his journey began with St. Jude as a patient after suffering a major heart attack in 1989.

"I was going through cardiac rehabilitation at St. Jude. I noticed a recruitment letter about volunteering at the hospital and thought I wanted to give back — so I did," says Charles. "I wouldn't be here without St. Jude and I have a reason to be very grateful."

Charles has served in various departments as a lobby ambassador and supporting the surgical admitting area. Also an accomplished woodworker, he used to create original nativity scenes that were sold at the hospital gift shop for the holiday season.

But out of all his contributions, Charles' greatest gift is his loyalty to St. Jude.

St. Jude is blessed with 800 volunteers, just like Charles, who serve to strengthen our community by creating a healing and compassionate environment. Each year, volunteers contribute over 93,000 hours of service, which equates to \$2.1 million in a cost avoidance. Their gifts of time and talent directly impact the patient experience, allowing our ministry to deliver the highest quality of care.

We are most grateful for all student, adult and Guild volunteers for being our most dedicated supporters, who live out our mission every day as the hearts and hands of St. Jude.

➤ If you wish to join our dedicated team of compassionate volunteers, contact the Volunteer Services Team at (714) 992-3000 ext. 2878.

## Beyond the Gift of Time

In addition to being a dedicated volunteer, Charles has been a donor to St. Jude since 1990. His faithful generosity has supported the programs that are most meaningful to him and his wife Arlene — from cardiac rehabilitation to St. Jude's Care for the Poor programs. By giving through a charitable IRA rollover, Charles is able to see the impact his contributions are making today while also reaping significant tax savings.

### What is a charitable IRA rollover?

It's a simple gifting option available to IRA owners who are subject to the required minimum distribution (RMD). If you are 70½ or older, you can gift up to \$100,000 from your IRA directly to charities, like St. Jude, without triggering any taxes. It's commonly referred to as a charitable IRA rollover, but you may also hear it called a qualified charitable distribution (QCD). The charitable rollover is now permanently available, so you can support St. Jude year after year in a way that is also advantageous to you.

### Why consider this gift?

1. Your gift will be put to use today, allowing you to see the difference you're making at St. Jude and in the community.



2. You pay no income tax on the transfer. The charitable rollover will not count toward your adjusted gross income and, so, will not generate a deduction. That means you can save on taxes even if you don't itemize.
3. If you have not taken your RMD for the year, the charitable IRA rollover can satisfy all or part of that requirement.

That's a win-win-win!

To learn more about IRA charitable rollovers, please contact Tony Truong, Gift Planning Officer, at (714) 446-5857 or [tony.truong@stjoe.org](mailto:tony.truong@stjoe.org).



# Offering California's Most Comprehensive Array of Inpatient and Outpatient Rehabilitation Services

- Amputee Services
- Aquatic Therapy
- Balance & Vestibular Program
- Brain Injury and Cognitive Recovery Center
- Cancer Rehabilitation and Wellness Program
- Cognitive Recovery Center
- Chronic Pain Program
- Communication Recovery Group
- Driving Assessment Program
- Lymphedema Services
- Occupational Therapy
- Pediatric Rehabilitation, with a dedicated gym
- Pelvic Floor Rehabilitation
- Physical Therapy
- Recreation Therapy, including adapted recreation programs and wheelchair sports
- Return-to-School or Return-to-Work, including worksite evaluations to determine skills needed for successful re-entry
- Speech & Swallow Therapy
- Spinal Cord Injury Program
- Stroke Recovery Program
- Support Groups
- Wheelchair Seating and Mobility



## Donors Make a Difference in Rehabilitation & Recovery



Campaign for Excellence supports facilities and programs within Centers for Rehabilitation and Wellness



Photo credit:  
© Parker Hannifin Corporation

Generous donor funds acquisition of Indego Therapy Exoskeleton for use in spinal cord injury



Educational assistance enables St. Jude service coordinator to achieve brain injury specialist certification





Philanthropy supports growth of St. Jude's innovative and comprehensive communication recovery programs

## Featured Inside

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## Contact Us

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**News Flash:** *U.S. News & World Report* named St. Jude's Orthopedic Program one of the top 50 programs in the nation out of more than 4,500 hospitals evaluated. In addition, St. Jude was once again named one of Southern California's top hospitals as well as designated one of the nation's highest performing hospitals in seven different specialties and conditions.



## Save the Date



### Light Up a Life: A Celebration of Love and Remembrance

November 3, 2019, 3 p.m.  
St. Jude Medical Center Chapel

During this month of remembrance, you are invited to commemorate the life of a loved one by making a meaningful gift in their honor, or taking part in a special candle lighting ceremony in St. Jude's chapel. To learn more, visit [donate.stjudemedicalcenter.org/LUAL](http://donate.stjudemedicalcenter.org/LUAL).



### #GivingTuesday

December 3, 2019  
[donate.stjudemedicalcenter.org/GivingTuesday](http://donate.stjudemedicalcenter.org/GivingTuesday)  
Join the world in this international day of charitable giving.

30<sup>th</sup> Anniversary

A WALK  
AMONG  
THE

*Stars*

GALA & FASHION  
SHOW 2019

**SUPPORTING THE ST. JUDE  
CROSSON CANCER INSTITUTE**

Starring cancer patients  
and survivors

**SATURDAY // NOV 16**  
5 p.m. // 2019

**ANAHEIM MARRIOTT**  
700 W. Convention Way,  
Anaheim, CA 92802

Register at:  
[stjudemedicalcenter.org/WATS](http://stjudemedicalcenter.org/WATS)