

# The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

January / February 2015

## Charlotte Edwards Maguire, M.D.

### RECOGNIZED AS 2014 PHILANTHROPIST OF THE YEAR

*National Philanthropy Day, Big Bend Chapter of the Association of Fundraising Professionals*

Charlotte Edwards Maguire, M.D. was honored as the 2014 Philanthropist of the Year by the Big Bend Chapter of the Association of Fundraising Professionals (AFP) at the November 13 National Philanthropy Day luncheon and ceremony. Dr. Maguire was nominated for the award by the Tallahassee Memorial HealthCare (TMH) Foundation. "Although we enjoyed the privilege of placing Dr. Maguire in consideration for this honor, TMH is but one of many organizations and institutions to benefit from Dr. Maguire's philanthropy," said Paula Fortunas, President and CEO of the TMH Foundation.



*Left to Right: Heart of Gold recipients Patsy Bates, Judy Hefren, Preston Scott, Donna Smithey, Felton Wright, President, Gulf Winds Track Club – Community Partner of the Year; Myra Hurt, Senior Associate Dean, FSU College of Medicine and Heart of Gold recipient; John Fogarty, M.D., Dean, FSU College of Medicine, Charlotte Edwards Maguire, M.D., 2014 Philanthropist of the Year, Paula Fortunas, President and CEO, TMH Foundation, Heart of Gold recipients Lesa Crosby-Harley and Liz Hasty.*

"Foremost among the beneficiaries of Dr. Maguire's generosity are the Florida State University College of Medicine and Westminster Oaks," Mrs. Fortunas pointed out as she introduced FSU College of Medicine administrators, faculty and staff, John Fogarty, M.D., Dean, Alma Littles, M.D. and Myra Hurt, Ph.D., Senior Associate Deans, Julian Hurt, M.D., Ken Brummel-Smith, M.D., Helen Livingston, Ph.D., Jim McNeil, Cindy Tyler, and Bob Dawson, Ph.D. and Westminster Oaks friends, residents, current and former staff, including Pam Wilson, now Executive Director of the Capital Medical Society, Gail Alexander, Patsy and Don Rapp, Willa and John Almlof, David Redfield, Judy Jolly and Janet Harron. Tallahassee Memorial was represented by its President and CEO Mark O'Bryant, TMH Foundation Trustees, special friends and staff including Virginia Glass, Randy Guemple, Donna Lou Askew, Maye Walker, Liz Hasty, Bonnie Cannon, Janet Borneman, Felicia McCoy, Aaron Kinnon, Mark Marple and Judi Taber.

Then, she triumphantly returned to the State of Florida to create the Florida Department of Health and Rehabilitative Services. However, that was neither the end nor the beginning of what Dr. Maguire would do for the State of Florida. Remarkable as it may seem, she was among the founders of both the University of Florida College of Medicine and the Florida State University College of Medicine.

As Dr. Maguire was escorted to the podium by Dean Fogarty and Mr. O'Bryant, Mrs. Fortunas further described her as, "A leader in every sense - in medicine - in philanthropy - in championing the human spirit - and in serving the greater good." In her poignant response, Dr. Maguire attributed her innate desire to "help people" to both her grandmother and her father who taught her to "work hard, save money and give it away." Dr. Maguire has, indeed, done just that. For more than seven decades, she has benefited countless thousands of individuals with her service to them and her multi-million-dollar charitable contributions to the causes and institutions she holds dear.

National Philanthropy Day top honors were also bestowed upon Gulf Winds Track Club as the Outstanding Community Partner of the Year and nine "Heart of Gold" recipients who were nominated by the respective charities that benefit from their service and generosity.

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**Tallahassee Memorial  
HealthCare Foundation**

## 2014 HEART OF GOLD RECIPIENTS

W.S. Badcock Furniture & More and Wogan Badcock, III  
– Southern Scholarship Foundation

Patsy Bates & Dawn McMillan – Gadsden Arts Center

Lesla Crosby-Harley – Elder Care Services

Judy Hefren - FSU College of Social Work  
and FSU College of Nursing

Myra Hurt – TMH Foundation and  
FSU College of Medicine

Preston Scott – TCC Foundation

Donna Smithey – 2-1-1 Big Bend

“It is a pleasure to honor these individuals and organizations who are in the Big Bend community, giving their time, talent and treasure. The Big Bend Chapter of AFP is very proud to host this event annually as an expression of our membership’s dedication to the furtherance of philanthropy in our community, our state and our nation,” said Ranie Thompson, Director of the National Philanthropy Day event and past President of the Big Bend Chapter of AFP. As the festivities concluded, Mickey Moore, current President of the Big Bend Chapter of AFP, noted, “For more than 50 years, AFP has served as the international standard bearer for professionalism and ethics in fundraising, working tirelessly to advance philanthropy through advocacy, research, education and certification programs. We salute today’s honorees and give a special thanks to our keynote speaker, the highly-regarded author and advocate for all generations, Jack Levine.”



Mark O'Bryant, President and CEO, Tallahassee Memorial; John Fogarty, M.D., Dean, FSU College of Medicine; and Mickey Moore, President, AFP, escort Charlotte Edwards Maguire, M.D. to the podium to receive Philanthropist of the Year Award.



Mark O'Bryant, President and CEO, Tallahassee Memorial, Paula Fortunas, President and CEO, TMH Foundation, and Maye Walker, TMH adviser, advocate and cherished friend of Charlotte Edwards Maguire, M.D., 2014 Philanthropist of the Year, enjoy the honoree's acceptance remarks.

## Tallahassee Memorial Lifeline Services Becomes a Certified Philips Lifeline GoSafe Provider

Tallahassee Memorial Lifeline Services Program Manager Regina Timms recently announced the TMH program is now a certified **Philips Lifeline GoSafe** provider. GoSafe is a leading mobile medical alert service that is designed to help provide peace of mind to seniors at home or on the go.

Tallahassee Memorial Lifeline Services achieved certification through completing a comprehensive training curriculum and program offered by Philips Lifeline, the nation’s first medical alert service. Throughout the certification process, the TMH program demonstrated its knowledge of GoSafe and expertise in how the technology can help active, independent seniors live life to the fullest.

Featuring the power of up to six location technologies, GoSafe gives seniors the assurance to get up and go while being protected by Philips Lifeline’s 24/7, U.S.-based emergency call response center. GoSafe is the only mobile personal emergency response system (mPERS) to utilize this “hybrid” locating approach, which allows response center associates to locate seniors in need of assistance in areas where GPS may not be available. Additionally, GoSafe’s built-in **AutoAlert fall detection technology** can automatically call for help if it detects a fall, providing protection even if the senior is unable to call on their own.

GoSafe triggers the arrival of help when and where it is needed. The system utilizes an in-home communicator to optimize in-home performance, and the pendant can be charged while worn, providing continuous protection for the wearer.

“We’re proud to offer a service that empowers seniors to age safely and independently while providing their families with peace of mind,” said Ms. Timms. “By offering GoSafe, we can give seniors the confidence to stay active and on-the-go while keeping them connected to help if they need it. Tallahassee Memorial Lifeline Services considers senior health and wellbeing to be its first priority and our vendor partner, Philips Lifeline, shares that mission.”

Lifeline Services has been a department of TMH since 1982 and has proven to be one of the most effective and reliable solutions for independent living available in the TMH service area. Presently, residents of 17 counties in Florida – Calhoun, Dixie, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Suwannee, Taylor, Wakulla, Walton and Washington and of 5 counties in Georgia – Decatur, Grady, Mitchell, Seminole and Thomas are being served by Tallahassee Memorial Lifeline Services.

For more information on TMH Lifeline Services, please either call Regina Timms at 850.431.6838 or email [regina.timms@tmh.org](mailto:regina.timms@tmh.org) or, if you prefer, please visit [www.tmh.org/lifeline](http://www.tmh.org/lifeline).

# Golden **GG** Gala

TALLAHASSEE MEMORIAL AND THE TMH FOUNDATION PROUDLY ANNOUNCE  
GOLDEN GALA XXXII – STARRING JOHN LEGEND  
APRIL 23, 2015 – 6:00 P.M.  
DONALD L. TUCKER CIVIC CENTER



JOHN LEGEND

Nine-time Grammy winner John Legend is one of the music industry's most innovative artists. He is a singer, songwriter, musician, producer, philanthropist, entrepreneur and described by music icon Quincy Jones as simply "a genius" who continues to achieve new milestones. **Love in the Future** is his critically-acclaimed latest album. Its lead single, **Who Do We Think We Are**, shot to the top of the R&B/hip-hop charts followed by a second sensational single, **Made to Love**. The album's third single, **All of Me**, soared to number one on Billboard's Hot 100 chart and launched his current and the album's fourth hit single, **You and I**.

Golden Gala, now in its thirty-second year, continues to hold its place as the region's premier charitable and social event. All proceeds are dedicated to Tallahassee Memorial's Mission – "Transforming Care. Advancing Health. Improving Lives." and its Vision – "Leading our Community to be the Healthiest in the Nation."

You are cordially invited to contact the TMH Foundation to make your Golden Gala pledge and reservation. Please either call or e-mail Bonnie Cannon at 850.431.4590 or [bonnie.cannon@tmh.org](mailto:bonnie.cannon@tmh.org). Thank you very much for your support of TMH *Your Hospital for Life.*

**VISION**  
**LEADING**  
OUR  
**COMMUNITY**  
TO BE THE  
**HEALTHIEST**  
IN THE  
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TRANSFORMING CARE.  
ADVANCING HEALTH.  
IMPROVING LIVES.

## The United States Bowling Congress – Tallahassee Association Hosts Inaugural “*Bowl for the Cure*”

The United States Bowling Congress (USBC) – Tallahassee Association organized and hosted the inaugural “Bowl for the Cure” to benefit Tallahassee Memorial’s A Woman’s Place and the Sharon Ewing Walker Breast Health Center.

“Bowl for the Cure” was held at Capital Lanes in late October 2014 and was exceedingly successful. Judi Taber, TMH Foundation Annual Giving Officer, said, “The teams who participated displayed such a wonderful charitable spirit. TMH is very grateful to USBC – Tallahassee Association for dedicating this event to TMH.” In coordination with “Bowl for the Cure,” USBC Tallahassee Association members, who are Magellan Health employees, raised a separate gift through a “Penny Drive” for the Sharon Ewing Walker Breast Health Center.

According to Michael Fleischacker, President of the USBC -- Tallahassee Association, “It was a pleasure for our organization and its board members to help individuals diagnosed with breast cancer in the local community. As a healthcare employee, I understand the importance of uplifting a person’s spirits which translates to mental wellbeing during the strenuous recovery process.”



Judi Taber, TMH Foundation Annual Giving Officer (center) receives gift check from Michael Fleischacker with USBC – Tallahassee Association members Lisa Brown-Tajdari, Anthony Williams (on left) and Melissa Peck and Jeremy Bruno (on right)

## The Junior League of Tallahassee Celebrates Eighth Annual Pumpkin Palooza at the Tallahassee Memorial Children’s Center

The Junior League of Tallahassee (JLT) celebrated its eighth annual Pumpkin Palooza on October 31 in the Tallahassee Memorial Children’s Center Playroom where members presented an entertaining day of fun for hospitalized children and their families.

During the event, appropriate treats and goody bags were donated by JLT volunteers who transformed the Playroom with paper pumpkins, kitty cats and other seasonal decorations. Special activities included face painting, music, games, arts, and crafts. Each child enjoyed one-on-one time with individual JLT members as they created masks and paper bag puppets that offered positive distractions for the young patients.

Lauren Sherrill, TMH Child Life Specialist, explained, “Children are more comfortable in the hospital setting when provided with the opportunity to engage in creative activities that they normally engage in at home or in school.” Judi Taber, TMH Foundation Annual Giving Officer, further noted, “The TMH Foundation is extremely grateful to the Junior League of Tallahassee for its continued support. The annual Pumpkin Palooza is such a positive experience, not only for the babies and children, but for the parents as well.”



Junior League of Tallahassee Members Caitlin Gilbert, Courtney Spinelli, Tenikka Gainey and Holly Miller.



FSU student intern Ashley Jones with unique face painting skills creates a beautiful dinosaur for a little one – shown with parental permission.

# Leon High School "RED" GOES "PINK" for Tallahassee Memorial

At Leon High School's annual Pink Pep Rally on November 7, 2014, the gym was filled with pink balloons, pink ribbons, pom-poms and exuberance over another successful Leon fund-raising campaign to benefit cancer programs and patients at Tallahassee Memorial HealthCare. Among the student-driven projects for 2014 were a poker run, a volleyball game, share nights, tee-shirt sales, Leon club donations, and community donations, resulting in a \$15,124 charitable contribution that was presented by the Leon Student Government leadership to the TMH Foundation. This is the ninth consecutive year of Leon fund-raising initiatives to "fight cancer," with total dollars raised in excess of \$165,000.

The 2014 funds will be used to assist cancer patients with transportation to and from their treatments and to help underinsured and non-insured patients in paying for preventative and routine care mammograms, diagnostic mammograms, and additional services arising from their diagnosis. Speaking about the student's efforts, Billy Epting, Leon High Principal, said, "It is a testament to the long history of Leon High School students giving back to their community. Each year we have a different group of kids, and they always rise to the occasion." "These young people are truly a credit to their parents, to their generation, and to Leon High School," added Paula Fortunas, TMH Foundation President and CEO.



To inspire fund-raising activities, Leon High School Principal Billy Epting promised students he would submit to a "head shaving" if the students met their \$15,000 goal. The students not only met but exceeded that goal, bringing in \$15,124. True to his word, Mr. Epting sheds his hair at the hands of celebrity barbers, Scott Epting (his son) and Mark Feely, Leon's Dean of Students and Athletics Director.



Left to Right: Kennedy Wilhite, Development Committee Chair, Alex Strickland, SGA Secretary/Publicist, Emily Emmanuel, SGA Spirit Committee Chair, Cameron Paul, Student Body President, Emma McCoy, Community Relations Committee Chair, Heather White, Student Body Vice President, Bennett Sipple, SGA Treasurer present Leon's \$15,124 charitable contribution to Paula Fortunas, TMH Foundation President and CEO, Matt Sherer, TMH Cancer Center Administrator and Rachel Jones, TMH Cancer Center Office Manager

## The Future Farmers of America Chapter of the Grand Ridge School Recognize Breast Cancer Awareness Month



FFA officers and school officials present gift check from left to right: Codi Nixon, Secretary, Addyson Lewis, Vice President, Justin Lawrence, Vice President Public Relations, Madeline Wright, President, Janet Borneman, TMH Foundation Director of Planned Giving, Laura Kent, Grand Ridge Principal, Anthony May, Treasurer, Shawna Ferguson, FFA Advisor

The Future Farmers of America (FFA) chapter of the Grand Ridge School in Grand Ridge, Florida, recognized October as Breast Cancer Awareness Month by holding special events and collecting donations throughout the school. One of the events was "Think Pink Friday," where faculty and students could wear pink to school for a \$1 donation. Grand Ridge School has less than 650 students from kindergarten through eighth grade, and the entire student body, faculty and administration participated in the events. On November 21, students in the FFA presented a check for \$890.68 to the TMH Foundation to benefit the Tallahassee Memorial Cancer Center's Good Shepherd Fund. This fund is used for women who have no insurance and cannot pay for mammograms and to provide transportation for women who otherwise could not reach mammography appointments or breast cancer treatments.

"This is the Grand Ridge School FFA Chapter's second year of supporting cancer care at Tallahassee Memorial and the students at our school never fail to rise to a challenge when it comes to serving others," said Shawna Ferguson, FFA Advisor, as she further noted, "A special thanks goes out to Debbie Dolan, sixth grade teacher and her class, along with FFA "super mom" Staci Arnold who hand painted milk jugs in pink and added eyes, ears and tails to create donation piggy banks for each classroom." The TMH Foundation will honor the FFA Chapter of the Grand Ridge School with a plaque in the TMH Cancer Center's Healing Garden.

# PROTOCOLS *for* PHILANTHROPY



Paula S. Fortunas  
President/CEO  
TMH Foundation

## TMH FOUNDATION ENDOWMENTS *A Legacy of Commitment “Leading Our Community to be the Healthiest in the Nation”*

The TMH Foundation’s endowment program offers donors the opportunity to honor family and friends and to create a legacy of commitment to healthcare in this region. Presented here are endowment features you may wish to consider.

**Durability:** Endowments are designed to exist in perpetuity – with no invasion of principal. Indeed, endowments are often defined as “a covenant with the future” and are invested for both income and long-term growth. Only a specified portion of the annual income is spent and the remainder is added to the endowment’s principal. The TMH Foundation has protective infrastructure in place that includes endowment policies, solid fiscal management practices, gift acceptance policies and stewardship practices. The Foundation works with each endowment donor to determine an endowment purpose that will fulfill the donor’s intent and serve the needs of TMH. Then, a formal endowment agreement is executed by the parties. Endowment agreements often include a backup plan for use in the event the endowment’s original purpose becomes obsolete in future generations.

**A Positive Legacy:** Endowments are a deeply caring and powerful way for donors to reach into and positively influence the future. When donors attach their names to an endowment, they create an enduring provision that will outlive them and affect succeeding generations. Children, grandchildren, great-grandchildren and other family members and friends will be reminded of the donors’ values and commitments. Donors may also choose to honor the lives of other individuals who have made a significant impact on them personally and/or on Tallahassee Memorial. Every name associated with every endowment will endure for generations to come.

**A Two Step Approach:** A growing number of TMH friends and supporters have chosen the “two step approach” to endowment funding by making an initial gift or series of gifts during life and funding future gifts by either bequest or other estate plan provision.

**A Stronger Tallahassee Memorial:** An organization with a strong endowment is simply more stable financially than one without. It’s not that endowments are more important now, it’s that the challenging economic conditions within healthcare have brought the role of endowments into sharper focus. Endowment creation is a key success factor in achieving TMH’s vision: “Leading Our Community to be the Healthiest in the Nation.” By establishing an endowment, you can tangibly impact the quality of healthcare TMH offers and delivers.

**Personal Satisfaction:** It is wonderfully fulfilling to do something good that lasts . . . something that really makes a difference. And, a TMH Foundation endowment does just that. Charitable giving is more than a good deed. It is an investment in TMH’s mission: “Transforming Care. Advancing Health. Improving Lives.”

**To learn more about TMH endowments,** please contact the TMH Foundation. The contents of this article and any materials you request or receive from the TMH Foundation are general in nature and are not intended as legal or financial advice. Please consult your own qualified professional advisor(s) before making a final decision to proceed with any gift arrangements.



## LAST CALL – Valentine’s Day 2015 Very Special Performance CURTAINS for a CAUSE

*Valentine’s Day just got a little sweeter with Curtains for a Cause presenting the smash hit musical revue, “Are We There Yet?” along with a gourmet dinner, a rose for the ladies, and a champagne toast. Tickets are \$100 each – \$50 covers food, beverage and entertainment – the remainder may be claimed as an income tax charitable deduction.*

*Please make your reservations NOW for February 14, 2015 by calling or emailing Mark Marple at the TMH Foundation: 850-431-4080, mark.marple@tmh.org or by visiting [www.CurtainsForACause.com](http://www.CurtainsForACause.com).*

*Curtains for a Cause benefits the Florida State University College of Medicine’s Brian Jackson Dystonia Research and Discovery Program and its clinical partner, Tallahassee Memorial HealthCare. The FSU College of Medicine and TMH are developing a comprehensive research, clinical and education program with the ultimate goal of discovering effective treatments, therapies, and – ultimately – a cure for Dystonia.*

*Please join in the philanthropy and the fun as the University Center Club’s Futch Ballroom is transformed into a Broadway dinner theatre with an award-winning menu, a raffle and hilarious musical numbers!*



**Tallahassee Memorial  
HealthCare Foundation**

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