

The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

July / August 2010

The Christopher and Dana Reeve Foundation Awards Second Grant for the “Stroke Wellness” Program at Tallahassee Memorial HealthCare

A Quality of Life grant from the Christopher and Dana Reeve Foundation has been received by the TMH Foundation for the Stroke Wellness program entitled, “Kitchen Reintegration: Taking the First Step ... Again.” This is the second grant from the Reeve Foundation; the first in 2007 served to establish TMH’s Stroke Wellness program.

According to Paula Fortunas, President and Chief Executive Officer of the TMH Foundation, “This grant was one of only 75 awarded in the United States and Canada in the ‘Bridging Barriers’ category.”

“The Quality of Life program that Dana Reeve created eleven years ago is based on freedom,” said Peter T. Wilderotter, President and Chief Executive Officer of the Reeve Foundation. “The organizations that receive these grants create more independence, increase opportunities in daily life, and provide support for those living with paralysis along with their families and caregivers.”

The Kitchen Reintegration program was created to assist stroke patients. It was found that after therapy at the Tallahassee Memorial Rehabilitation Center, over 95% of stroke patients returned to their homes. “Many discharged patients reported barriers to safe independent functioning in their kitchens,” said Judy Greenwald, Service Line Administrator of Orthopedics and Neurology at TMH. “Some patients give up on cooking, grocery shopping or even following a nutritionally balanced diet, due to barriers encountered in the kitchen.”



Front row: (left to right) Sylvia Young, Beverly Simmons, Helene Bennitt, and Tracy Friend, all Occupational Therapists at the Tallahassee Memorial Rehabilitation Center. Back row: Janet Borneman, Director of Planned Giving, TMH Foundation and Chuck Feeman, Administrator, TMH Rehabilitation Center.

Chuck Feeman, Administrator of the Rehabilitation Center noted, “This program focuses on patients with physical, communicative, and/or cognitive impairments. Each patient participates for multiple sessions in the Rehabilitation Center’s home kitchen to learn safe navigation in the kitchen and safe operation of kitchen appliances.”

The program also includes nutritional planning, healthy diet choices and community reintegration through trips to the supermarket. When returning home, the entire family is involved in the reintegration process. For this reason family members frequently join their loved ones in the sessions for relearning kitchen/cooking activities. Caregiver education is also provided to maximize success in transitioning back to the kitchen. Education is designed for caregivers across the lifespan, from children to geriatric spouses.

The Tallahassee Memorial Stroke Center is dedicated to providing innovative treatment, rehabilitation and support for stroke patients as well as education to help prevent the incidence of stroke. It has the distinction of being the first certified primary stroke center in the Big Bend region to follow national standards and guidelines in its stroke care program to significantly improve outcomes for stroke patients.



**Tallahassee Memorial
HealthCare Foundation**

The First Annual Tulip Trot 5K Walk/Run/Roll

Portion of Proceeds Directed to the Parkinson Awareness Choir at TMH

On May 22 at Tom Brown Park, over 400 runners, along with family and friends celebrated the first annual “Tulip Trot” 5K Walk/Run/Roll for Parkinson Disease hosted by the North Florida Parkinson Awareness Group. Proceeds from the race benefited both the North Florida Parkinson Awareness Group and the Parkinson Awareness Choir at Tallahassee Memorial HealthCare. The gentle slopes of the park were popular with race competitors. Runner Vince Molosky ran 16:36 to win the Tulip Trot and the women’s championship went to Shana Ryberg who finished 18th overall in 21:12.

Before the race commenced, there was an un-scored 50-yard Victory Dash in honor of those with Parkinson Disease and their caregivers. Great food and entertainment by the Parkinson Awareness Choir and the Tuesday Bluegrass Jam Group were enjoyed by all.

Gulf Winds Track Club members assisted with registration, setting up equipment and worked the finish line to bring the Tulip Trot 5K to successful completion. Many individuals donated their time to help with the event, including FSU Arts in Medicine Students, NFPAG members, TMH Foundation staff and local community volunteers.



NFPAG President Pat Hunt presents gift check to TMH Foundation Annual Fund Officer Judi Taber and TMH Music Therapist, Olivia Swedberg.

The Tulip Trot 5K Event Planning Committee’s membership included representatives of the North Florida Parkinson Awareness Group, the Medical Music Therapy Department at TMH and the Tallahassee Memorial HealthCare Foundation. The committee’s charge was to promote awareness of Parkinson Disease in the Tallahassee region and to secure contributions and sponsorships. The work of the committee was a resounding success.

A portion of the proceeds from the Tulip Trot 5K event benefited the North Florida Parkinson Awareness Choir, a community outreach service of the Tallahassee Memorial HealthCare/Florida State University Medical Music Therapy Program. According to Olivia Swedberg, the Tulip Trot 5K Race Director who is also a TMH medical music therapist and doctoral student in the FSU College of Music, “Music therapists teach members of the Parkinson Awareness Choir singing exercises to enhance communication abilities and help alleviate loss of voice volume, an effect of the disease. It is rewarding to hear the voices of the choir members join together, when they might otherwise be silent and losing vocal strength due to Parkinson Disease. The choir is a great support network for its members – as they really encourage each other.”

Following the race, Pat Hunt, NFPAG president, presented Judi Taber, TMH Foundation Annual Fund Officer, with a charitable donation of \$2,000 to benefit the Parkinson Awareness Choir at TMH. Mrs. Hunt explained, “It is an honor for NFPAG to celebrate the first annual Tulip Trot 5K event and donate a portion of the proceeds to the Parkinson Choir at TMH. The event will promote Parkinson Disease awareness and support those locally who suffer from Parkinson Disease, their families and caretakers. The funds will also be directed toward Parkinson’s research. Ms. Taber added, “It has been a pleasure to work with Pat Hunt and all the NFPAG members, culminating in this amazing inaugural Tulip Trot 5K for Parkinson Disease patients and their families. The funds raised will open a variety of new opportunities to serve them at TMH and in the community at large.”

Junior League of Tallahassee Celebrates Fiftieth Anniversary with \$10,000 Donation for Tallahassee Memorial's Pediatric Unit Waiting Area

The Junior League of Tallahassee celebrated its fiftieth anniversary at the Hotel Duval on Sunday, May 16. History, philanthropy and promise for the future were recurring themes throughout the evening's presentations.

Founding Member and Sustainer Mart P. Hill gave the welcome address followed by remarks and award presentations by Junior League of Tallahassee President Amanda Clements and President-Elect Betsy Couch. There were further special comments by a variety of Board and Active members.

The philanthropic highlight of the celebration came when Ms. Clements, Ms. Couch and the Junior League of Tallahassee's Board of Directors presented a \$10,000 gift to the TMH Foundation designated for the Pediatric Unit Waiting Area at Tallahassee Memorial HealthCare.

Ms. Clements, who also serves on the Tallahassee Memorial Pediatric Unit Fund-Raising Committee said, "The Junior League's mission focuses on improving lives of children and families, so we are thrilled to be able to make a donation that will result in pleasant and comfortable surroundings for families of hospitalized children at TMH".

The Junior League of Tallahassee's history as an advocate for women's and children's services and support is highly regarded and recognized. A brief snapshot of its activities from 1960 to the present day, features a 'Club of the Year' Award from the *Tallahassee Democrat* (1960), the first Whale of a Sale - now the League's signature fundraiser (1970), increased financial support to expand counseling services at Refuge House (1980's), the Child Advocate of the Year award from Children's Home Society and the Tallahassee Historic Preservation award for Outstanding Civic Group (1990's) and funding and building an educational playground at Tallahassee Museum (2000's).

The \$10,000 fiftieth anniversary celebration gift to the TMH Foundation is not the first time the League has donated support for the Pediatric Unit. In October of 2006, it created the Pumpkinalooza day of fun for children at

TMH. During the Pumpkinalooza, toys, costumes and goody bags are donated and Junior League members spend several hours with pediatric patients in the playroom. This has become an annual event. In 2007, the League donated \$1,000 to benefit the PC Pal Laptop program that continues to be a special program for use by hospitalized pre-teens and teenagers at TMH to complete homework, learn about medical procedures and communicate via e-mail with other patients who have the same chronic illnesses.

"It is important to build upon the Junior League of Tallahassee's history with Tallahassee Memorial HealthCare and the TMH Foundation by supporting women's and children's services," explained Ms. Couch. "Every day, our trained League volunteers are making a positive impact in the community through dedicated activities and projects."

TMH Foundation Annual Fund Officer Judi Taber concluded, "Working with Ms. Clements, Ms. Couch and the Junior League of Tallahassee is a joy. The League's donations, along with those of other donors, will create a beautiful waiting area for friends and families of hospitalized children at TMH. Tallahassee Memorial looks forward to continuing its positive and productive partnership with the Junior League of Tallahassee."



Shown left to right during check presentation ceremony: Betsy Couch, incoming 2010-2011 Junior League of Tallahassee President, Paula Fortunas, TMH Foundation President/CEO, Amanda Clements, outgoing 2009-2010 Junior League of Tallahassee President, Judi Taber, TMH Foundation Annual Fund Officer.

Paint it Pink - Paint it Green for Tallahassee Memorial's Sharon Ewing Walker Breast Health Center



From left to right Head Volleyball Coach Chris Poole, Senior Associate Athletics Director Monk Bonasorte and Head Soccer Coach Mark Kirkorian display the check presented to (left to right) Christy Harrison (background), Cancer Service Line Administrator, TMH, Janet Borneman, Director of Planned Giving, TMH Foundation, Paula Fortunas, President and CEO, TMH Foundation, and Maye Walker, breast cancer survivor and mother-in-law of the late Sharon Ewing Walker.

On a beautiful April afternoon at Florida State University's JoAnne Graf Field, a gift in the amount of \$10,000 was presented to the TMH Foundation to benefit Tallahassee Memorial's Sharon Ewing Walker Breast Health Center. Paula Fortunas, President and CEO of the TMH Foundation and Christy Harrison, Tallahassee Memorial Cancer Center Administrator, were on hand to accept the check as a part of the TMH-FSU "Paint it Pink" partnership.

"Paint it Pink" was born out of a collaboration among The Seminole ISP Sports Network, Florida State University, Fox 49 WTLH, Tallahassee Memorial HealthCare and its Foundation. The student athletes on the FSU Women's Basketball, Tennis, Softball, Soccer and Volleyball teams warmly embraced this charitable project and wholeheartedly endorsed the fund-raising effort on behalf of the Sharon Ewing Walker Breast Health Center.

According to Mrs. Harrison, "Some of the money from ticket proceeds was earmarked to benefit TMH, along with the sale of tee shirts and other related items. The athletes' game-worn jerseys were later auctioned on an FSU website to generate additional funds."

"This season was an overwhelming success for all of the sports," FSU Marketing Assistant Drew Longenecker noted. "All of our teams sported pink attire, from the jerseys at soccer and softball, the shoe laces and warm-up shirts at volleyball and women's basketball and even the entire outfit at tennis. It was a total effort from all of the women's teams and we thank them for all of their help throughout the season."

Maye Walker, a 37-year breast cancer survivor, an alumna of FSU and the mother-in-law of the much beloved Sharon Ewing Walker, threw out the first pitch for the FSU vs. Boston College softball game earlier in April. Maye, who received an autographed softball from the women's team said, "Gifts and memorials to Sharon have helped us to establish the Sharon Ewing Walker Breast Health Center at TMH, and a big thank you to this FSU team for designating this event and for participating in the awareness of early support of breast cancer."

Mrs. Fortunas concluded, "This is yet another evidence of the Florida State University – Tallahassee Memorial HealthCare affiliation's positive influence for the greater good in both health care and education."



Maye Walker, center, with the FSU Women's Softball Team before throwing out the first pitch of the FSU vs. Boston College game.



TALLAHASSEE MEMORIAL HEALTHCARE AND ITS FOUNDATION

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Protocols for Philanthropy



Paula S. Fortunas
President/CEO
TMH Foundation

Right Property, Right Time, Right Way to Benefit Tallahassee Memorial

Tallahassee Memorial HealthCare is guided by its vision – “Recognized World Class Health Care” – and fueled by the principles of its mission and values – leading edged patient-centered care and community service delivered with integrity, compassion, accountability, respect and excellence. To achieve the vision and to live the mission and values, Tallahassee Memorial respectfully invites your support.

Making a gift for the advancement of programs and services at Tallahassee Memorial is an investment in your community. Like other investments, the key is to begin by carefully reviewing what you want to accomplish and then taking the time to plan effectively. Time devoted to deciding what to give, when to give and how to give can make a real difference when determining how much to give. Balancing a number of important considerations will ensure that your gifts have the greatest possible impact.

Give the Right Property What you choose to give can be an important factor in determining how much to give. You may find that gifts of property other than cash allow you to give more at less cost.

Give at the Right Time As a rule, charitable contributions are made in the context of other events in our lives. Through careful planning, charitable objectives do not have to compete with other meaningful financial concerns such as retirement security, educational expenses, care for elders and other family priorities. Further, tax benefits can be enhanced by appropriately timing your gifts.

Give in the Right Way There are many ways to complete a charitable gift. In making your decision, your financial well being and that of your loved ones should not be jeopardized. Whether you give money or other property outright, retain an income or access to the property for your lifetime or make a gift that is otherwise completed in the future, there are special provisions that may allow you to give more than you might have otherwise thought possible.

To learn more about Tallahassee Memorial and gift planning for its benefit, please use the contact information provided below. The contents of this article and any materials provided by the TMH Foundation are general in nature and are not intended as legal or financial advice. You should consult your own qualified advisor(s) before making a final decision to proceed with any gift arrangements.

Thank you very much for your support of *TMH Your Hospital for Life.*

To: TMH Foundation

Please Either Clip and Mail, FAX or make your request via E-Mail.

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Tallahassee Memorial HealthCare Foundation

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Facsimile: (850) 431-4483
E-Mail: paula.fortunas@tmh.org
Website: www.tmhfoundation.org

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TMH Your Hospital for Life.

Please Save These Important Dates to Benefit TMH and the Patients and Families it Serves

Cards for a Cure

Fifth Annual

October 2, 2010 - Tallahassee Antique Car Museum

A local breast cancer survivor is honored and the proceeds are used for breast cancer awareness, education and treatment programs within the TMH Cancer Center.

Chrome Divas' Poker Run

Tenth Annual

October 3, 2010 - Capital City Harley Davidson

Proceeds benefit Tallahassee Memorial's A Woman's Place and the Sharon Ewing Walker Breast Health Center.

Tee Off for Tots Dinner Carnival & Raffle

October 24, 2010 - Proctor Subaru

Tee Off for Tots Golf Tournament

October 25, 2010 - October 28, 2010 is the rain date
Golden Eagle Golf & Country Club

Proceeds are equally divided between Tallahassee Memorial's Pediatric programs and the TMH Proctor Endowment for Children with Diabetes.

USTA Tallahassee Tennis Challenger

Twelfth Annual

April 16-23, 2011 - Forestmeadows Tennis Center

Proceeds are placed in the D. Mark Vögter, M. D. Endowment to advance the leading edge care in Tallahassee Memorial's Vögter Neuro-Intensive Care Unit.

Detailed information on each of these charitable events will appear in future issues of Tallahassee Magazine and other prominent publications. In the meantime, if you wish to receive further information from the TMH Foundation, please either call 850.431.5389 or e-mail foundation@tmh.org.