

MEMORIAL HEALTH CARE SYSTEM FOUNDATION

*2010–2011 Year in Review*



+ CATHOLIC HEALTH  
INITIATIVES

Memorial Health Care System  
Foundation

*inspired medicine*

MEMORIAL FOUNDATION

## *Mission Statement*

The mission of the Memorial Health Care System Foundation is to serve our community by strengthening Memorial's mission to nurture the healing ministry of Christ. All of our efforts are directed at increasing the resources available to Memorial to provide services to our community.

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MEMORIAL FOUNDATION  
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James Hobson, *Ex Officio*

*Letter* FROM FOUNDATION  
BOARD CHAIR, JIM KENNEDY



Dear Friends:

Thanks to the extraordinary generosity of the people throughout the Chattanooga Area, the Memorial Hospital Foundation raised more money during the last fiscal year than ever before – more than \$4 million dollars, including gross event revenues and an in-kind property gift from an anonymous donor. We received twenty-two new major gifts ranging from \$10,000 to \$250,000, and we saw online giving increase by 30%.

The Foundation, in turn, transferred more than \$3 million to the hospital to fund the projects detailed in this report.

It all speaks to the great work being done every day by the men and women at Memorial Hospital – doctors, nurses, administrators and the most remarkable group of volunteers. Collectively, they are responsible for the reputation that precedes the foundation as we go into the community to raise money to meet the ongoing needs of the hospital and its patients. Even in difficult economic times, donors will support excellence, and Memorial reflects excellence in everything they do.

As Chattanooga continues to grow – and that growth could be dramatic in the next few years – Memorial is growing, too, and the Foundation will be there as advocate and partner.

Thanks to all of you who have supported the Foundation in the past. We hope we can continue to count on your support in the years to come.

Sincerely,

James O. Kennedy  
*Board Chair*

*Funded by the Foundation in 2010-2011*

FROZEN SECTION ROOM

Memorial's new Surgical Frozen Room, made possible by a generous donor to the Memorial Foundation, opened its doors in April 2011. Also known as the Frozen Section Room, this space is vital to providing an accurate diagnosis and evaluating the best treatment options for patients who have cancer and other diseases. Designed in response to Memorial's growing surgical schedule, the new room has more than triple the former work space and promotes more efficient work flow, including a window connecting the Surgical Frozen Room to the surgical suite, saving valuable time. The room is equipped with new tools such as three Mopec 600 grossing stations

where tissue is dissected and studied. Physicians also benefit from Olympus Dual Head Microscopes that allow the pathologist and surgeon to review the slides simultaneously. "A surgical program without excellent pathology support is a ship without a rudder. This much needed renovation allows us to continue to provide quality intraoperative services to our surgeons and their patients," says Dr. Sanford Sharp, a member of the pathology team. "We can't begin to thank our generous donor for this much needed and critical renovation. It is truly a selfless gift to the patients of Memorial Hospital and will allow us to continue to provide the highest level of care in the region."



*The new frozen section room opened in August 2010.*

FOUNDATION FUNDED ITEMS:

- Nursing Simulation Learning Lab
- Frozen Section Room
- Westside Clinic Diabetes Program
- Breast Health Outreach
- and much more...

AUXILIARY FUNDED ITEMS:

- We Care Weekend
- IStan

TOTAL TRANSFERRED TO MEMORIAL: \$3,095,827

**MAGNET CERTIFICATION: THE SIMULATION LEARNING CENTER AND IStan**

The Memorial Clinical Education Department received a permanent patient in 2010 – IStan, the most advanced wireless human patient simulator in today’s market. The addition of IStan to the Clinical Education Department is a key component to a Simulation Learning Center at Memorial, to train and educate nursing technicians, nursing assistants and graduate nurses.

A Simulation Learning Center in healthcare is used predominately as a training technique that exposes individuals and teams to realistic clinical

challenges through the use of life-like mannequins, task trainers, virtual reality, or standardized patients, and allows participants to experience in real-time the consequences of their decisions and actions.

Director of Nursing Professional Practice, Nursing Quality and Magnet Program Director, Scott Madaris says “simulation training provides safe and controlled environments for novice and expert nurses alike who are seeking to enhance their clinical practice through critical thinking case scenarios and skill demonstration.”

The Simulation Learning Center also supports Memorial’s quest to become a MAGNET designated facility. MAGNET is a national recognition of nursing programs that identifies excellence in the delivery of nursing care to patients, and only 6 percent of hospitals world-wide have the MAGNET designation. Memorial is making many strides to apply for MAGNET designation, and if accepted, will become the first MAGNET hospital in the state of Tennessee not associated with a medical school.



*Carmen Tolley, RN Sheila DeLong, RN and Terri Shults, RN utilize the new IStan simulator during a training exercise.*



*IStan*

**WOMEN’S MOBILE WELLNESS COACH**

In 2005, the Memorial Health Care System Foundation secured funding to purchase Memorial’s first mobile mammography coach and then raised additional funds in 2009 to upgrade the coach with digital mammography equipment.

The mobile health coach has been a true success story, reaching thousands of women over the past six years. In 2010, the Memorial Foundation was approached about the need for a second Women’s Mobile Health Coach to better serve the hundreds of thousands of women in 24 Tennessee counties and 5 counties in Northwest Georgia, and a campaign was started to fund the \$780,000 project.

Response from the community was quick, and several leaders stepped up to help, including an anonymous donor, Chattem, *Pink!* 2011 sponsors and patrons, and Memorial associates. The new coach has been ordered and will expand services to

include digital mammography, cervical cancer screenings, PAP tests, and osteoporosis screenings and treatments.

Kathy Dittmar, director of the MaryEllen Locher Breast Center, says “The addition of Memorial’s second Mobile Health Coach will extend care throughout our surrounding communities with high quality care specific to women, including softer digital mammograms and breast and cervical cancer screenings. With the support of many partners, including the AVON Foundation Breast Care Fund and Susan G. Komen for the Cure Chattanooga, services are provided to all women, regardless of ability to pay.”



*Memorial’s second Women’s Wellness Coach debuted in September 2011, funded 100% by community contributions.*

**WESTSIDE DIABETES PROGRAM**

Memorial’s Westside Clinic Diabetes Management Program is designed to empower the individual towards self-management of Obesity, Pre-Diabetes and DM Type II through assessment, intervention, education, goal setting and

motivation. In 2010, this program was made possible by a gift to Memorial Foundation from an anonymous donor and has helped over 70 patients in the first year lose weight, lower blood sugar and enjoy a better quality of life.

**BREAST TOMOSYNTHESIS: A 3D MAMMOGRAM**

Doctors and scientists agree that early detection is the best defense against breast cancer. If we find cancer in its earliest stages, the chances of surviving it are good. Until now, the best way to do that has been with digital mammography. While digital mammography is still one of the most advanced technologies available today, it is only a two-dimensional picture of the breast. For decades doctors have been searching for a technology to help them find very small cancers or rule out “false positives” and reduce the number of women who are called back for a diagnostic mammogram. Scientists have developed a new technology called *Breast Tomosynthesis*, which has been shown in clinical studies to be superior to digital mammography.

Tomos uses high-powered computing to convert digital breast images into a stack of very thin layers or “slices” building what is a essentially a “3-dimensional mammogram”. These technologies help doctors see better, diagnose sooner, reach further and touch more lives. This exciting new science technology has been recently FDA approved (February 2011). Beginning in June 2011, the MaryEllen Locher Breast Center at Memorial was the first and only southeast hospital to offer tomosynthesis imaging technology to its patients – significantly enhancing breast cancer diagnosis and treatment approaches.



**WE CARE WEEKEND**

Each year, Memorial Health Care System’s We Care Weekend offers cancer patients and their families a refreshing and informative weekend at a lakeside resort in the North Georgia mountains. Last October, 45 families attended the weekend event at Cohutta Springs Lodge. NewsChannel 9’s Marcia Kling was the featured speaker, and she shared her personal story of surviving cancer. The purpose of We Care Weekend is to encourage patients and families on their journey and to celebrate life. We Care Weekend 2010 was made possible in part by a generous gift from the Memorial Hospital Auxiliary.

*Recognitions and Awards* IN FY2011

**MEMORIAL HEALTH CARE SYSTEM NAMED ONE OF NATION’S TOP 100 HOSPITALS**

For the seventh consecutive year and the eighth overall, Memorial Health Care System has been named one of the nation’s 100 Top Hospitals® by Thomson Reuters, the health care industry’s leading source of information on hospital quality. Memorial Hospital and Memorial Hixson Hospital are recognized as hospitals that have achieved excellence in clinical outcomes, patient safety, patient satisfaction, financial performance, and operational efficiency. The 100 Top Hospital award winners have higher patient satisfaction and overall better patient safety, saving lives and dollars.

**MARYELLEN LOCHER BREAST CENTER AT MEMORIAL NAMED CERTIFIED QUALITY BREAST CENTER OF EXCELLENCE**

The MaryEllen Locher Breast Center at Memorial has been named a Certified Quality Breast Center of Excellence, the top level certification designated by the National Consortium of Breast Centers. Memorial is one of only 15 breast centers in the U.S. with this designation and the only one in Tennessee, Georgia or Alabama.

**DISPENSARY OF HOPE RECOGNITION**

Memorial’s Outpatient Pharmacy was recently recognized at the Dispensary of Hope’s annual meeting in Nashville, TN. The pharmacy received the “Superhero Award” and staff was deemed the “Idea Machine”. Memorial Hospital’s Outpatient Pharmacy is part of the Dispensary of Hope’s nationwide network which redistributes excess, unexpired medications to provide short and long term assistance to low-income families without health insurance.

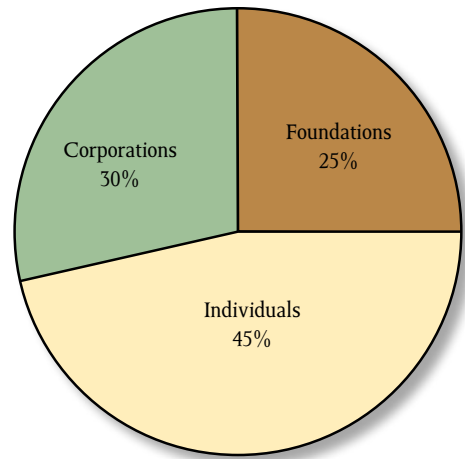
**HEALTHSTREAM PATIENT SATISFACTION AWARDS**

Memorial Hixson Hospital has been recognized with an Excellence through Insight award for Overall Outpatient Satisfaction in the Large Hospital category and Memorial Hospital has been recognized with an Excellence through Insight award for overall satisfaction for Inpatient Oncology and Outpatient Oncology. HealthStream is delighted to recognize Memorial Hixson and Memorial Hospital as hospitals at the top of their class in patient satisfaction.

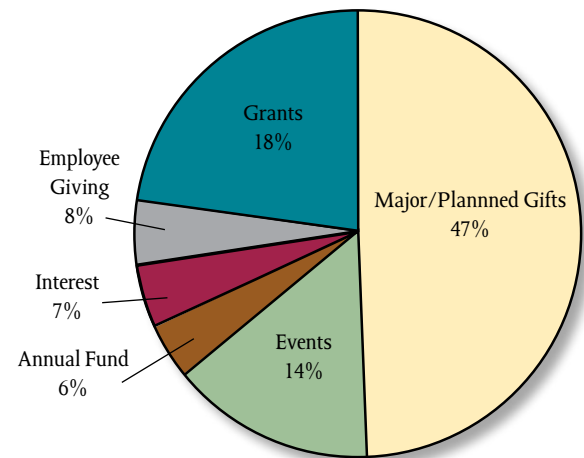
*Memorial Foundation 2010-2011 Highlights*

- Most funds raised in Foundation history
- Reduced cost per dollar raised to 15¢
- 22 New Major Gifts
- 3 New Planned Gifts
- Increase in online giving to \$30,000 for event registrations and annual gift donations
- Net event revenues of \$340,000

WHO ARE OUR DONORS?



SOURCES OF CONTRIBUTIONS



Graphs do not reflect a property gift given in FY11.

100% of donations go directly to the designated purpose.  
No contributions are used to fund Foundation administrative expenses.

Grants Received  
IN FY2011

Avon	\$50,000	Breast Health
Komen for the Cure	96,575	Breast Health
Breast Cancer Relief Fund	10,000	Breast Health
Memorial Auxiliary	10,643	We Care Weekend
CHI Mission & Ministry Grant	117,180	Community Outreach
State of TN Homeland Security	25,181	Disaster Readiness
Market Strategies	20,936	Pharmacy
The National Arts Employee Grant	3,400	Arts Medicine
Atricure	11,400	Cardiac
American Cancer Society	4,000	Cancer
University of Tennessee	4,200	Pharmacy
Wright Bentley Foundation	15,000	Scholarships
Economic Health Inc.	8,000	Cancer
Mercer University	1,800	Pharmacy
Kimberly Clark	1,500	Infection Control
<b>TOTAL</b>	<b>\$379,815</b>	

Pink!



2011 Co-chairs Geoff and Jean Young

*Pink!* is Chattanooga's premier gala event. Now in its sixth year, it is a celebration of life to benefit breast cancer detection and treatment for women throughout the region. On January 22, 2011, 1,000 guests danced the night away at the Chattanooga Convention Center, raising \$221,000 for a Women's Mobile Wellness Coach.



Pink! 2011

*Pink!* 2011 was led by Co-chairs Geoff and Jean Young. Sponsorship Co-chairs Julie Brandao and Mary Stewart Lewis, Auction Co-chairs Nore Bernhardt and Sophia Bridger and Decorations Chair Joyce Godsey. Under the leadership of this team, the event experienced a growth in sponsorships, while the evening's silent auction attracted premium items and heavy bids to surpass its goal.

PINK! 2011 COMMITTEE

Nora Bernhardt	Elena Haskew	Jennifer Nicely
Julie Brandao	Regina Hickl-Szabo	Jessica Noonan
Susan Brenner	Mary Stewart Lewis	Carla Sanderlin
Sophia Bridger	Karen Loafman	Darlene Smith
Lisa Brown	Khara Lounsbury	Laura Reid
Will Clegg	Phyllis Maynor	Jack Riggart
Jane Diamantis	Lisa McCluskey	Geoff Young
Helene Dondero	Jan Moses	Jean Young
Joyce Godsey	Aimee Nall	Sonia Young

TITLE SPONSOR PRESENTING SPONSOR



Anonymous

ENTERTAINMENT SPONSOR



PINK DIAMOND SPONSORS



PINK SAPPHIRE SPONSORS

Don and Joyce Godsey



PINK PEARL SPONSORS



PINK QUARTZ SPONSORS



Mr. and Mrs. Thilo Best



Dr. David and Carol Barto



*The*  
H. CLAY EVANS JOHNSON  
**SOCIETY**  
*Inspired gifts*

*The Johnson Society*

*The Johnson Society recognizes benefactors who have made cumulative contributions to Memorial of \$100,000 or more. It is named after H. Clay Evans Johnson, the Founding President of the Hamilton County Memorial Hospital Association, the Association that raised the money to build Memorial in 1952.*

3 Anonymous Donors	The Maclellan Foundation, Inc.
AVON Foundation - Breast Care Fund	The Tucker Foundation
Benwood Foundation, Inc.	Unum
Chattem Inc./Hamico	Weldon F. Osborne Foundation
Choo Choo Challenge	Debra and Rex Allen
Memorial Hospital Associates	Mr. and Mrs. Thilo Best
Memorial Hospital Auxiliary	The Alice E. and Joseph H., Jr.
Mohawk Industries, Inc.	Davenport Family
National Consortium of Breast Centers Inc.	Mr. and Mrs. Joseph H. Davenport, III
Schmissrauter Family Foundation	Mr. and Mrs. Mitchel Everhart
Shaw Industries, Inc.	Mr. and Mrs. Donald W. Godsey
SunTrust Foundation of Chattanooga, Inc.	Mr. H. Clay E. Johnson
Susan G. Komen Breast Cancer Foundation, Inc.	Richard and Barbara Kramer
	Mr. and Mrs. Scott L. Probasco, Jr.

*The de Sales Society*

*Named in honor of Sister Thomas de Sales Bailey, long-time administrator of Memorial, this Society was created to encourage and give special recognition to committed benefactors who desire to invest in healthcare excellence. The de Sales Society recognizes donors who have made contributions of \$10,000 or more over a three-year period or less.*

American Cancer Society	Ms. Cam Busch
Anesthesiologists Associated PC	Mr. and Mrs. L. H. Caldwell, III
Breast Cancer Relief Foundation	Dr. and Mrs. Don A. Cannon
Caldwell Foundation	Mr. and Mrs. Lewis Card, Sr.
Card Foundation	Jac and Bena Chambliss
Cardinal Health	Mr. Mike Costello
Community Foundation of Greater Chattanooga, Inc	Mr. and Mrs. Henry Crumbliss, Jr.
Diagnostic Imaging Consultants	Dr. and Mrs. Samuel M. Currin
Diagnostic Pathology Services, P.C.	Mr. Joe Dana
Estate of Rev. Whitaker W. Shelton	Mrs. J. H. Davenport, Jr.
Fraternal Order of Eagles - Aerie 945	Mr. James A. Davis
Joseph Decosimo & Co.	Mr. and Mrs. Joseph D. Decosimo
Junior League of Chattanooga	Mr. and Mrs. Joseph F. Decosimo
McKee Foods Corporation	Mr. and Mrs. Thomas O. Duff, Jr.
Regions Bank	Dr. and Mrs. Eric R. Ellis
SunTrust Bank	Mr. and Mrs. John N. Foy
The Dixie Group Foundation	Mr. Vance Freeman
The Hurlbut Foundation	Joan and Dan Frierson
The Wright-Bentley Foundation	Dr. and Mrs. Augustus H. Frye, Jr.
U. S. Xpress Enterprises, Inc.	Mr. William R. Furrey
Varallo Family Foundation	Mr. and Mrs. Robert Gift
Mr. Milton T. Allen	Dr. and Mrs. Frank B. Graham
Dr. and Mrs. Edward R. Arrowsmith	Mr. and Mrs. Bill Haisten
Mr. Warren Barnett, CFA	Mr. James L. E. and Elaine S. Hill
Mr. Don Billingsley	Dr. Donna K. Hobgood
Mrs. Minnie L. Billingsley	Mr. and Mrs. James M. Hobson
Dan and Suzie Bowers	Mrs. Ruth S. Holmberg
Dr. Thomas and Esme Brien	Dr. Darrell and Tia Johnson
Mrs. Ruth W. Brinkley	Mr. and Mrs. Summerfield K. Johnston, Jr.
Mr. and Mrs. Leo M. Brown	Dr. Russell and Kate M. Jones
Dr. and Mrs. Arch Bullard	Dr. Denis T. Kennedy
	Mr. and Mrs. Lesslie W. Lee, Sr.

Ms. Deborah Lee-Eddie  
Mr. and Mrs. Henry W. Little  
Mr. George B. Mahoney  
Dr. Bruce and Vicky Marsh  
Mr. James J. Martin  
Mr. and Mrs. Olan Mills, II  
Ms. Debra L. Moore  
Mr. Luke O. Morin, Jr.  
Mr. and Mrs. Lee K. Murray  
Carol and Steve Newton  
Maury and Jennifer Nicely  
Mrs. W. B. Pattee, Jr.  
Mr. and Mrs. Jim H. Pesnell  
Dr. Jaime Ponce and Dr. Heather C. Ponce  
Dr. and Mrs. Charles A. Portera, Jr.  
Dr. and Mrs. Charles A. Portera, Sr.  
Dr. and Mrs. J. C. Portera

Dr. and Mrs. Maurice S. Rawlings, Jr.  
Dr. and Mrs. David W. Rice  
Carolyn and Pat Robinson  
Dr. Sanford and Joni Sharp  
Mr. and Mrs. Charles A. Standefer  
Mr. and Mrs. Charles B. Standefer  
Mr. and Mrs. Micahel F. Starr  
Mrs. Ruby L. Stephenson  
Michael Stipanov, M.D.  
Mr. and Mrs. Gregg Underwood  
Dr. Douglas L. Vanderbilt  
Mr. and Mrs. Frank J. B. Varallo  
Mr. and Mrs. Phillip B. Whitaker, Sr.  
Mrs. JoAnn C. Yates  
Dr. and Mrs. George G. Young  
Mr. and Mrs. Geoffrey G. Young

*Legacy Society*

*The Legacy Society recognizes an estate gift established during a donor's lifetime. These generous, forward-thinking people have made arrangements for Memorial to be included in their estates by remembering us either in their wills or through some other type of estate planning instrument.*

Mary Catherine Allen  
Mr. Milton T. Allen  
Mr. Thomas D. Clines, Jr.  
Mrs. Katherine Cronin  
Joyce and Don Dick  
Mr. and Mrs. Thomas O. Duff, Jr.  
Mr. and Mrs. E. F. Ebert  
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Mr. George B. Mahoney  
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Carol and Steve Newton  
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Mrs. Elizabeth B. Patten  
Mr. and Mrs. William P. Robinson  
Dr. and Mrs. Harold A. Schwartz  
Rev. Whitaker W. Shelton  
Mr. William J. Sheridan  
Ms. Johanna M. Strieby  
Mr. Harry R. White



*Letter* FROM  
FOUNDATION PRESIDENT AND  
CHIEF DEVELOPMENT OFFICER,  
JENNIFER NICELY

The support you have given to the Memorial Health Care System Foundation has been overwhelming this year!

Thanks to you, people in our region have access to the best trained physicians, the highest quality of care, the latest technology, and the most compassionate care all right here at home. The spirit of our donors, volunteers, board members, and physicians inspires us and makes it possible for the Foundation to have a significant impact on the excellence at Memorial.

At a time when many have had to cut back on their giving, the community rallied to provide a tremendous increase in giving to Memorial Foundation. In fact, giving more than doubled over the previous fiscal year!

Every gift – large or small - is meaningful, and we can do amazing things when we all come together. Thank you for the role you play at Memorial, and please let me know if I can answer questions, assist you in any way, or show you first-hand your contributions at work.

Best wishes,

Jennifer Nicely  
Foundation President and Chief Development Officer

## Physician Giving Societies

### PHYSICIAN FOUNDER'S SOCIETY

Physician Founder's Society membership represents a cumulative commitment of \$10,000 and above over a period of ten years or less.

1 Anonymous Donor  
 Dr. and Mrs. Edward R. Arrowsmith  
 Dr. and Mrs. Thomas P. Brien  
 Dr. and Mrs. Arch Bullard  
 Dr. Joe Busch  
 Dr. Don A. Cannon  
 Dr. and Mrs. Samuel M. Currin  
 Drs. Davey B. and Brooke Daniel  
 Dr. and Mrs. Eric R. Ellis  
 Dr. and Mrs. Augustus H. Frye, Jr.  
 Dr. and Mrs. Claude M. Galphin  
 Dr. and Mrs. Frank B. Graham  
 Dr. Donna K. Hobgood  
 Lee Jackson, M.D.  
 Dr. Darrell R. and Tia Johnson  
 Dr. Russell and Kate Jones  
 Denis Kennedy, M.D.  
 Dr. and Mrs. Joseph V. Lavecchia  
 Vicki and Bruce Marsh  
 Dr. and Mrs. Dewayne B. McCamish  
 Richard C. Morrison, M.D.  
 Dr. Jaime Ponce  
 Dr. Charles A. Portera, Jr.  
 Dr. and Mrs. Charles A. Portera, Sr.  
 Dr. and Mrs. J. C. Portera  
 Maurice Rawlings, Jr., M.D.  
 Dr. F. Hall Reynolds, II  
 Dr. David and Betsy Rice  
 Dr. and Mrs. Nathan K. Schatzman  
 Dr. Sanford and Joni Sharp  
 Dr. Douglas L. Vanderbilt  
 David J. Wendt, M.D.  
 Dr. and Mrs. George G. Young

### PHYSICIAN PRESIDENT'S CIRCLE

Physician President's Circle membership represents a cumulative commitment of \$5,000 and above over a period of ten years or less.

Adele B. Ackell, M.D.  
 Drs. Mark and Judy Anderson  
 Dr. and Mrs. Joseph S. Atkinson  
 Dr. and Mrs. Philip Bates Bailey  
 Dr. and Mrs. W. Timothy Ballard  
 Dr. and Mrs. Robert Bowers  
 Dr. and Mrs. John F. Boxell  
 Dr. and Mrs. Mark A. Brzezienski  
 Dr. and Mrs. Lawrence Chien  
 Dr. John J. Cunningham  
 Dr. and Mrs. James B. Davis  
 Dr. and Mrs. Steven H. Dowlen  
 Drs. David B. and Caroline Elias  
 Cristina Florea, M.D.  
 Dr. and Mrs. Guy M. Francis  
 Dr. and Mrs. Paul M. Hendricks  
 Scott Hill, M.D.  
 Dr. and Mrs. Hytham A. Kadrie  
 Janak H. Naik, M.D.  
 Dr. and Mrs. Philip G. Pollock  
 Dr. and Mrs. Harold A. Schwartz

### PHYSICIANS' SOCIETY

Physicians' Society membership represents cumulative giving of \$2,500 and above.

2 Anonymous Donors  
 Dr. and Mrs. Woodruff A. Banks, Jr.  
 Dr. Imelda S. Bulatao  
 Dr. and Mrs. David N. Collins  
 Dr. and Mrs. Eric H. Conn  
 Dr. Gale Fellowes  
 Dr. and Mrs. Thomas E. Hayes  
 Dr. Hal and Liesa Hill  
 Dr. and Mrs. Scott D. Hodges  
 Dr. Frank and Hattie Kimsey  
 Dr. Garland E. Kinard  
 Dr. and Mrs. C. B. C. Marsh  
 Dr. and Mrs. Brian C. Mitchell  
 Dr. and Mrs. William F. Oellerich  
 Dr. and Mrs. Richard R. Pesce  
 Dr. and Mrs. Gregg S. Shander  
 Dr. Charles L. Suggs, Jr.  
 William P. Warren, M.D.  
 James L. Zellner, M.D.

### PHYSICIANS' CIRCLE

Physicians' Circle membership represents gifts given during the previous fiscal year.

3 Anonymous Donors  
 Dr. Grace Adewuya  
 Drs. Mark and Judy Anderson  
 Dr. Oana Andreescu  
 Dr. and Mrs. Edward R. Arrowsmith  
 Dr. and Mrs. Joseph S. Atkinson  
 Dr. and Mrs. Woodruff A. Banks, Jr.  
 Mary Florence and Dr. Stanley Benson  
 John H. Bisese, M.D.  
 Dr. and Mrs. John F. Boxell  
 Kenneth A. Brinn, M.D.  
 Dr. and Mrs. Thomas W. Brown, III  
 Dr. Imelda S. Bulatao  
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 Donald D. Caughran, M.D.  
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 Drs. Paul and Ana Cornea  
 Dr. and Mrs. Samuel M. Currin  
 Drs. Davey B. and Brooke Daniel  
 Dr. and Mrs. Jimmy B. Davis

The Denman Family  
 Dr. and Mrs. J. Patrick Dilworth  
 Dr. and Mrs. Steven H. Dowlen  
 Dr. and Mrs. Stanley Dressler  
 Dr. and Mrs. Peter M. Duvoisin  
 Dr. Eric and Melinda Ellis  
 Dr. and Mrs. John F. Farr  
 Dr. Gale Fellowes  
 Cristina Florea, MD  
 Dr. and Mrs. John W. Forman  
 Dr. Rod and Melanie Fowler  
 Dr. and Mrs. William D. Fox  
 Dr. and Mrs. Augustus H. Frye, Jr.  
 Dr. and Mrs. Claude M. Galphin  
 Dr. and Mrs. Frank B. Graham  
 Dr. and Mrs. John Gwin, Jr.  
 Dr. and Mrs. Paul M. Hendricks  
 Dr. and Mrs. David F. Hawkins  
 Dr. and Mrs. Thomas E. Hayes  
 Dr. and Mrs. James Hedden  
 Dr. Peter M. Hunt  
 Dr. Hal and Liesa Hill  
 Scott Hill, M.D.  
 Lee Jackson, M.D.  
 Dabney James, MD, FACP  
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 Dr. and Mrs. Hyman M. Kaplan  
 Dr. and Mrs. Denis T. Kennedy  
 Kilton D. Kingsman, M.D.  
 Michael J. Lacombe, M.D.  
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 Dr. and Mrs. Dewayne B. McCamish  
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 Dr. and Mrs. Brian C. Mitchell  
 Dr. and Mrs. David Monen  
 Dr. Richard Morrison  
 Dr. Karen M. Moyer

Tona L. Munday, M.D.  
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 Dr. and Mrs. Brian H. Negus  
 Dr. and Mrs. William F. Oellerich  
 Anja A. Patton Evans, MD  
 Richard R. Pesce, M.D.  
 Charles W. Piez, M.D.  
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 William P. Warren, MD  
 George R. Watson, M.D.  
 David J. Wendt, M.D.  
 Dr. Lawrence I. Young  
 James L. Zellner, M.D.

*"Due to the recent changes in healthcare policy and cuts in Medicare spending, Memorial will become more dependent on private contributions to fund the projects that allow the excellent standard of care this community associates with Memorial."*

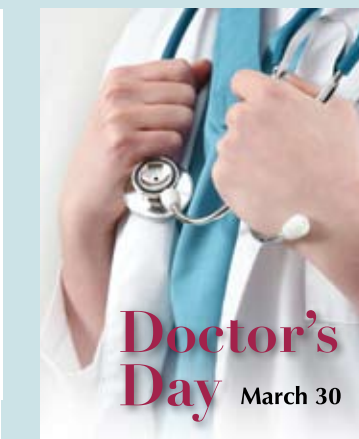
— Richard Morrison, M.D., Thoracic Surgeon



## Doctors' Day and Caring Spirit Campaigns

Offering a hand to hold...giving a reassuring smile...going an extra step...sharing an encouraging word. Simple gestures of kindness often mean the most to us. Make Your Doctor's Day and Caring Spirit are designed to honor a Memorial Health Care System physician, nurse, volunteer or staff member who has made a difference in the life of a patient by going above and beyond what is expected of him or her.

Caring Spirit and Doctors' Day are part of the Foundation's Annual Giving program. The importance of annual giving is ever increasing as Memorial Health Care System expands markets and services. There are many opportunities available for those wishing to make a thoughtful annual gift, including joining the Friends of Memorial with a gift of \$100 or more, tribute and memorial giving, or employee giving through MAGIC. These gifts enable Memorial to provide care for the underserved, seek innovative solutions to complex health problems and make state-of-the-art technology available to all patients.



# Friends of Memorial

Friends of Memorial is comprised of individuals who make a gift of \$100 or more during the fiscal year. Our Friends of Memorial giving society grew during the fiscal year, adding 261 new members. Friends gave \$69,000.00 in support of Memorial Health Care System, making it possible to continue providing excellent and compassionate medical services to the Chattanooga region through innovative new techniques and equipment.

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Sue Culpepper  
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Friends of Memorial committee members (from left): Hamp Johnston, Sue Culpepper, Patti Dungan, Jennifer Nicely, Teresa Jones, Mark Ramsey and Holly Harwell.

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Each Fall, the Friends of Memorial gather for an annual reception in their honor. On Thursday, October 28 at the Car Barn in East Brainerd, attendees posed for pictures with a classic truck and charming mural scenes of eras gone by composed throughout the building's interior walls, while children played classic carnival games like ring toss, and the crowd feasted on crispy fried chicken and cold potato salad. The Foundation gave away fun door prizes and Jim Hobson, President and CEO of Memorial, wrapped up the evening by thanking these donors for their support of Memorial.

— continued on next page —

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 of Memorial

## 2011 Humanitarian Awards

On Monday, May 16, Memorial Hospital presented the 2011 Humanitarian Awards to Dr. Woodruff “Woody” Banks and Mr. Zan Guerry/Hamico Foundation.

Mission-driven and a man of faith, Dr. Woodruff A. “Woody” Banks, Jr. a general surgeon, has a long history of practice in the Chattanooga area and provided key leadership during his time of service at Memorial. Dr. Banks was Memorial Hospital’s Chief of Staff, served on the Memorial Hospital Board of Directors and acted as Chairman of the Board.

In the medical community his activities include the Chattanooga Hamilton County Medical Society, Tennessee Medical Association, the Southeast Medical Association, the Chattanooga Regional Oncology Association and the Chattanooga Academy of Surgery. He is a Diplomat of American Board of Surgery and Fellow of American College of Surgeons.

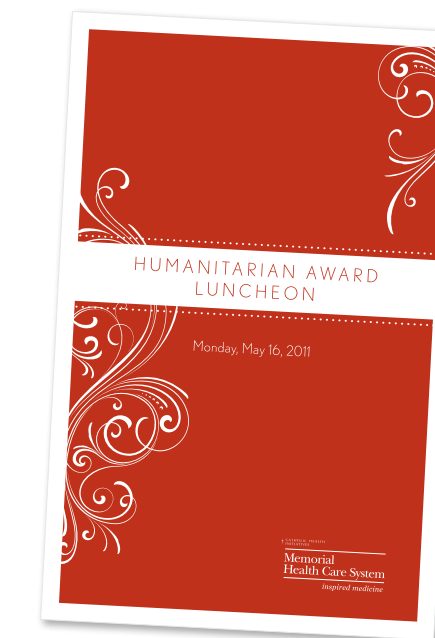
The Hamico Foundation and Zan Guerry are truly changing Chattanooga. Their generosity to area causes is a testament to their desire to make Chattanooga a

better place to live and work. Whether it is children, education, or healthcare you will find Hamico Foundation and Zan Guerry investing time and energy in promoting healthy lifestyles for all ages through sports, nutrition and exercise. The contributions Hamico and Zan have made to Memorial have impacted the health and welfare of citizens throughout the tri-state region. Zan served as Chairman of the Baylor School Board of Directors, on the University of Chattanooga Foundation Trustees and the United Way Board of Directors.

Established in 1996, the Memorial Hospital Humanitarian Award honors members of the Chattanooga community by recognizing outstanding service and dedication to Memorial Hospital and the community at large. Past award recipients include (ordered first to most recent) H. Clay Evans Johnson, Sister Thomas de Sales Bailey, Dr. Pope Holliday, Dr. Joseph Lavecchia, Dr. Don Cannon, Hedy Davenport, Dr. Malcolm Daniel, James A. Davis, Jay & Kathleen Craven, Dr. Gus Graham, Dr. Charles A. Portera, Grant Law, Dr. Richard Lynn and Joan Frierson.



Zan Guerry (left) and Dr. Woodruff Banks (center) stand with Memorial CEO James Hobson after receiving the 2011 Humanitarian Award.



# MAGIC

## Memorial Associates Giving to Improve our Community

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MAGIC committee pictured (in the back from left to right): Vera Tank, Heather Gunnon, Angie McGhee, Betsy Kammerdiener, Laura Cross, Tasha Wilson, Eve Brown, Jerry McCrary, Karen Frank; (seated from left): Jean Payne, committee chair Melissa Roden, Teresa Jones.

The MAGIC Campaign is Memorial's associate giving program, established in 2003. Hundreds of employees throughout the health system, including the Glenwood, Hixson and Ooltewah campuses, Memorial Health Partners, Mountain Management, Home Health, Beacon and the Memorial Heart Institute, give to the Foundation through payroll deduction. In Fiscal Year 2011, the Foundation received new gifts and pledges from associates totaling more than \$130,000 to be paid out through May 2013. Employee giving makes a significant impact, as departments and services throughout the system benefit from MAGIC contributions. Since its inception, over 1.5 million dollars has been donated by Memorial associates.

In April 2011, as devastating storms cleared out of our region, Memorial leaders began hearing the stories of loss among their own employees and asked the Foundation how the hospital could help. In the 10 days following the tornado destruction, Memorial associates, physicians, Sisters of Charity of Nazareth and the Sisters of Holy Cross donated over \$14,000 to the Employee Assistance Fund. MAGIC (Memorial Associates Giving to Improve our Community) contributions fund the Employee Assistance Fund, which helps associates who find themselves in a crisis that extends to their finances. Memorial and the Foundation are grateful and inspired by the generosity of all who participated in making this campaign such a huge success.



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*"As an employee of Memorial Health Care System, I am thankful for the opportunity I have to be able to give to MAGIC and see its funds "go to work." I have personally observed employees who have benefited from MAGIC funds to the Employee Assistance Program, and seeing how grateful they are to receive the assistance in such a time of need makes giving to MAGIC so rewarding."*

– John Steele, Director Human Resources Operations



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Jack and Marian Riggart  
Constance Rigsby  
Petra Richey  
Tracy Rivera  
T. Joseph Robb  
Tina Roberson  
Terry Roberson  
Elizabeth Roberts  
Howard Roddy  
E. Melissa Roden

Marie Roden  
Ashleigh Rogers  
Jackie Rogers  
Marty Rogers  
Ginny Rogers, RN  
Tiffany J. Rogers  
Deborah Rosser  
Valerie Roy  
Katie Rumsey  
Calvin A. Russell, Jr.  
Polly Ryan  
Kimberly Saarinen  
Karen E. Sanfratello  
Michelle Schewtschenko  
Kim Schwartz  
Ernestine Scoggins  
Kathryn Davis  
Judy Settle  
Kylene D. Sevy  
Van Sewell  
Vanessa Sewell  
Nikki Sexton  
Susan Sexton  
Melissa Sexton  
Patsy Shadrick  
Randy Sharp  
Katherine Sharp  
Tara Short

Daniel Shults  
Connie Silver  
Jessica Newell Silvers  
Michelle Simpson  
Phyllis S. Sims  
Adrienne Sims  
Tonya Sims, RN  
Jennie Sisk  
Tina Sitz  
Anna G. Skinner  
Karen Sloan  
Virginia Smartt  
Anna L. Smeltzer, RN  
Braska Smith  
Carol Smith  
Danya Smith  
Latwand E. Smith  
Loretta Smith  
Richard Smith  
Stephanie Smith  
Elvie Smith  
Meri Smith  
Nicole Smith  
Tami Smith  
Judie Snipes  
Jackie Snodgrass  
Vivian Sorrell  
Michelle Sotello  
Debra Spurgeon  
Norma Stallings  
Sara Stallings  
Jessica Stanley  
Amanda Stanten  
John D. Steele  
Joy M. Steele  
Masheryl Stegall  
Cathleen Still  
Jennifer Stinnett  
Gloria J. Stott  
William L. Strait  
Luanne Sullivan  
Connie L. Sutton  
Michael Sutton  
Robbin L. Sutton  
Stephanie A. Sutton

Robin Swann  
Melissa Sweeton  
Wendi Taliaferro  
Chandra Tallent  
Vera Tank  
Melissa Taylor  
Shacara Taylor  
Jennifer Taylor  
Niti Tejani  
Frankie M. Tenison  
Autumn Teska  
Lisa Thacker  
Tiffany Thomas  
Bridgett Thomas  
Kathy R. Thomas  
Lydia Thompson  
Marsha S. Thompson  
Jodie H. Thompson  
Luz Thrash  
C.J. and Kayla Tibbs  
Faith Williams  
Melissa Tinker  
Pat Tippit  
David and Amy Tipton  
Robyn B. Tobias  
John W. Toms  
Roosevelt Toney  
Clara Toomey  
Bherma H. Toussaint  
Socorro V. Trinos  
Beth Tripp  
Vickie L. Tripp  
Connie Tuggle  
David Turner  
H.R. Twitty  
Connie Uffalussy  
Matt Underwood  
Pamela Upton  
Marianne Urbain  
Dawn Viles  
Sherry Vines  
Samantha Voyles  
Sandra Vredeveld  
Kim Vroom  
Keisha Wade  
Lindsay Wagner

Peggy Walker  
Vicki Walker  
Pamela Wallin  
Linda Walston  
Allison Ware  
Erin Washington  
Sandra K. Watkins  
Carolyn Waye  
Cynthia Webb  
Kimberly Webster  
Toni Welch  
Joseph West  
Linda West  
Merlene Westerbeck  
Heather Whaley  
Cynthia A. Whitaker  
Kathy White  
Cheryl Whitlock  
Dan Whitlock  
Faith Williams  
Francina B. Williams  
Hollie Williams  
Marilyn Williams  
Sherry Williams  
Torri Williams  
Courtney William  
Jacquelyn Wilson  
Marissa Wilson  
Tasha Wilson  
Cynthia Wilson  
Melissa Wilson  
David Winchester  
Denise Winters  
LouAnn Wittman  
Lynnette Wood  
Farrah Woodbury  
Melissa Wooden  
Tamecea M. Woodruff  
Janet M. Woods  
Sabina Wright  
Michael Wright, Sr.  
Kathy Wright Hughes  
Angie Wynn  
Kaley Yarbrough

## Foundations, Churches and Corporate Giving

We are grateful to the foundations, churches and companies who made gifts in the last fiscal year.

American Cancer Society  
Anesthesiologists Associated PC  
Antonio's Corner Restaurant  
Athens Distributing Co.  
Atricare  
AVON Foundation - Breast Care Fund  
Belk, Inc.  
Beth & TA Lupton Jr Family Foundation  
BlueCross BlueShield  
Brainerd Presbyterian Church  
Breast Cancer Relief Foundation  
Breeding Insulation Co. Chattanooga, Inc.  
Brookside Properties  
Burks Young at Heart  
Canaan Land Baptist Church  
Cedar Creek Condominium Association  
Certified Car Care  
Chattanooga Heart Institute  
Chattanooga Lodge #91 BPOE  
Chattanooga Neurologic Associates  
Chattanooga Surgical Oncology PC  
Chick-fil-A  
Church Women United of Chattanooga  
Classic Beautique, Inc.  
Colorado Medical Investors  
Cornerstone Automation, LLC  
Covenant Baptist Church  
CryoLife  
DC Mac, LLC  
Derthick Henley & Wilkerson Architects  
Diagnostic Imaging Consultants  
Don Laster Agency, Inc.  
Douglas Cooperative, Inc.  
East Brainerd Baptist Church Crafters  
EMJ Corporation  
Fairview United Methodist Church  
Fairway Outdoor  
Ferguson Enterprises, Inc. #150

First Baptist Church  
Ford & Harrison, LLP  
Fort Dearborn Life Insurance Company  
Garden Plaza of Greenbriar Cove  
Genomic Health, Inc.  
Gondolier Pizza and Steak House  
Grace Calvary Chapel  
Grace Episcopal Church  
Griffin Farms and Rentals  
Health Cost Solutions, Inc.  
Henderson Hutcherson & McCullough  
Highland Park Baptist Church  
IGive.com Holdings, LLC  
Institute of Healthcare Executives & Suppliers  
Jim Rush Funeral Homes  
Johnny Fine & Sons Body Shop, Inc.  
Joseph Decosimo & Co.  
Kimberly Clark  
Ladies 9 Hole Golf Group  
Landmark Homebuilders  
Life Care Center of New Market  
Life Care Centers of Merrimack  
Lifecare Center of Wichita  
Lisa's Gold & Diamonds  
Lookout Mountain Presbyterian Church  
Market Strategies, Inc.  
Masterlock  
Memorial Continence Center  
Memorial Hospital Child Care  
Memorial Radiologists  
Mercer University  
Mohawk Industries, Inc.  
O'Connor Communications  
Ooltewah United Methodist Church  
Red Bank High School Class of 1958  
Ringgold High School  
Sam's Club Northwest Georgia  
Schmissrauter Family Foundation

Siemens Medical Systems, Inc  
Siskin Hospital for Physical Rehabilitation  
Sisters of Charity of Nazareth  
Sisters Of Holy Cross  
Southeast Bank and Trust  
Spring City Women's Club  
State Farm Insurance  
State of Tennessee Department of Health  
State of Tennessee Department of Transportation  
Stuart Heights Baptist Church  
Sulphur Springs UMC  
Susan G. Komen Breast Cancer Foundation, Inc.  
The Georgia Winery  
The Longhill Charitable Foundation, Inc.  
The National Arts Program Foundation  
The Oyster Club

The Renovation Group, Inc.  
The Tucker Foundation  
The Wright-Bentley Foundation  
Thomas & Thorngren, Inc.  
Trinity Healthcare Corp.  
Trinity Lutheran Church  
TVA Retirees Association Watts Bar Chapter  
United Community Bank  
University of Tennessee  
Unum  
Venture Printing Co.  
Walt's Fireplace Restaurant  
Weldon F. Osborne Foundation, Inc.  
Welsh-Bello Rehab, LLC  
Westview Health Care Center  
Women's Institute for Specialized Health, PLLC

*It all started when I was a young boy in the 50's living across the ridge from the "new" hospital. My best friend's mom, Goldie, was a nurse at Memorial and snuck us in to see their new baby sister before that was allowed. My father died there and my daughter was born there...both with great compassion and care. So goes the continuum of life and my love for Memorial's caring nurses and physicians.*

– Bill Wilkerson from DHW Architects



# Memorial Auxiliary and Volunteer Services Report

Volunteers are highly valued at Memorial, and a dedicated team of 561 individuals served nearly 83,000 hours of time this past fiscal year. Fundraising efforts of the Memorial Auxiliary also benefited the Foundation's mission and ministry with gifts totaling nearly \$121,000.00.

## AUXILIARY SUPPORTS MISSION AND GROWTH OF MEMORIAL

The Memorial Auxiliary was begun shortly after Memorial Hospital opened nearly 60 years ago, and the volunteer service continues to find new ways to enhance this healing ministry. As Memorial has expanded to other campuses so has our volunteer presence to include Memorial Hixson, Memorial Ooltewah, Memorial North Shore Health Center, Memorial Home Health, and Memorial Center for Health. This year new Auxiliary services were added at the Ooltewah Women's Center and the Memorial Chattanooga Heart Institute Imaging Center. Volunteers now also provide service in the evening to patients in the Memorial Emergency Department.

In addition to giving of their time, the Memorial Auxiliary raises funds to enhance patient care, including a \$15,000 pledge for the We Care Weekend retreat for cancer patients and family members, and a \$20,000 scholarship program for students preparing for health careers. This past year, funds were also provided for tornado victims in the surrounding area, and Tribute Gifts given in recognition of volunteers.

The Memorial Auxiliary was pleased this year to pledge \$104,371 to fund the creation of the Simulation Learning Center at Memorial. Computer-controlled simulation technology enables the nursing staff and students to learn by solving realistic clinical challenges, practicing correct procedures, and fine-tuning their skills in a controlled environment to optimize clinical outcomes.

## MEMORIAL AUXILIARY AND VOLUNTEERS

Ms. Martha Adams  
Mrs. Patricia Akins  
Ms. Emma Andrews  
Ms. Louise Arnold  
Ms. Barbara Ashby  
Ms. Lydia F. Atchley  
Mr. Mike Austin  
Mr. Jim Bach  
Ms. Wanda Baker  
Ms. Florence Bannier  
Ms. Tish Barlew  
Ms. Babs Barrows  
Mr. Isaac Barukh  
Mrs. Marilyn Batts  
Fred and Joyce Beckert  
Ms. Marge Bennett  
Mrs. Carlene Bennudriti  
Mrs. Charlotte Berg  
Mr. Ray Bertani  
Ms. June Bilbrey  
Mr. Bruce Blohm  
Mr. Keith Bobo  
Mrs. Mary Ann Bodine  
Mrs. Virginia Bogdany  
Ms. Elaine Bohannon  
Ms. Dorothy Bolles  
Mr. Dane Bolton  
Mr. Ken Bonk  
Ms. Beverly Bowman  
Ms. Dorothy Bravard  
Mrs. Deanna Brown  
Ms. Mary Brown  
Ms. Carolyn Brown  
Mrs. Jean D. Bruewer  
Ms. Nola Brumit  
Ms. Elaine Burns  
Ms. Wanda Butkus  
Mr. and Mrs. Jamie Butts

Mr. Ray R. Cameron  
Ms. Judith Camp  
Mrs. Robin Campbell  
Mr. Gene Campbell  
Ms. Velma Campbell  
Mr. and Mrs. Carlin Carpenter  
Ms. Brenda Carson  
Mr. Jack L. Case  
Ms. Tricia M. Chastain  
Mr. Young Clark  
Ms. Virginia Clayton  
Mrs. Judy Clevenger  
Ms. Sylvia Cliff  
Ms. Willah Cline  
Ms. Faith Cochran  
Mrs. Hilda Coker  
Mr. and Mrs. Jim Cole  
Ms. Frances Coleman  
Mr. and Mrs. Al Colonna  
Ms. Jane Colvard  
Ms. Norma Condra  
Mrs. Kathleen S. Conner  
Mr. Tim Cooper  
Ms. Julia W. Corley  
Mr. Jim Costello  
Mr. and Mrs. William R. Courter  
Ms. Frances D. Cowan  
Mrs. Freddie F. Cox  
Mr. and Mrs. Jay M. Craven  
Mr. Bud Crevasse  
Ms. Elizabeth Dahlstrom  
Ms. Carolyn Darr  
Mrs. Judy Davidson  
Mr. Clifford Davis  
Ms. Tina Davis  
Ms. Louise T. Davis

Ms. Theresa Davis  
Ms. Zoila Davis  
Mr. Edgar Dawson  
Mr. Alex DeBlois  
Ms. Billie Dean\*  
Mr. John Demis  
Mrs. Joyce Dick  
Dr. and Mrs. John R. Dickinson  
Mr. Jem Dickinson  
Pat Dicks  
Mrs. Tara Diercks  
Mrs. Karleen Dixon  
Ms. Agnes Dodds  
Mrs. Anna Dougherty  
Ms. Alma S. Duggard  
Mr. Jon Dunning  
Mr. and Mrs. Ernest W. Eaves  
Ms. Betty J. Efrid  
Ms. Ernestine Eldridge  
Ms. Caroline D. Ellis  
Ms. Jean Ellis  
Mr. and Mrs. Dale Eubanks  
Mr. Ed Evans  
Mrs. Frances Everhart  
Mr. James Falk  
Ms. Betty Fassnacht  
Ms. Barbara Feagans  
Ms. Dawn S. Ferguson  
Ms. Gail Finnell  
Jim and Linda Fischer  
Ms. Charlotte Fleming  
Mr. and Mrs. Juan Flores  
Ms. Norma Fuller  
Mr. and Mrs. David Fuqua  
Ms. Donna G. Garner  
Ms. Kittie Garrett  
Mrs. Tee Geren

Ms. Charlotte Gibney  
Mr. and Mrs. Bruce Gibson  
Mrs. Brenda Gift  
Mr. Tony Giddy  
Mrs. Pat Gilbert  
Ms. Shirley Gillespie  
Mrs. Carol Goodwin  
Ms. Denise Greer  
Ms. Martha Gresham  
Mr. Robert Greuter  
Mr. Charles Grimm  
Mr. and Mrs. Howard Gropper  
Ms. Nancy Guedron  
Ms. Anastacia J. Gulas  
Mr. and Mrs. Bill Gwaltney  
Mr. and Mrs. Larry Hall  
Ms. Barbara J. Hambright  
Ms. Jo Hamilton  
Mrs. Frances Hannah-Collins  
Sister Mary Hannon  
Ms. Vi Hargis  
Mrs. Clara Harris  
Mrs. Beverly Harrison  
Ms. Fran Harvey  
Willie Harvey  
Ms. Eleanor Hayes  
Mr. and Mrs. Philip W. Haymaker  
Ms. Elizabeth S. Haynes  
Ms. Ruth Henderson  
Ms. Barbara Henley  
Mr. Richard M. Hewitt  
Mrs. Tommie J. Hill  
Mr. Ralph Hixson  
Ms. Kathleen Hixson  
B.J. Hoette  
Ms. Betty Hogan  
Ms. Jewell Hogue  
Ms. Janice Holsomback

Ms. Kathryn Hoover  
Mr. and Mrs. Neale Huenink  
Mrs. Pat Huguenin  
Mr. James T. Igou  
Mrs. Marlene Jabaley  
Mrs. Betty P. Johnson  
Mrs. Juanita B. Johnson  
Mrs. Donna Jones  
Ms. Sandra Jones  
Mrs. Osmette Kadrie  
Ms. Cathy Kalinowski  
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Mr. A. Vincent Keyes  
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Mrs. Dotty Manis  
Mr. and Mrs. Warren Mann  
Mrs. Linda Martin

Mr. and Mrs. Neal Martin  
Ms. Lorean Mays  
Ms. Lonnie McCalister  
Ms. Joanne McCalley  
Mrs. Carol McCamish  
Mr. and Mrs. James McDonald  
Ms. Paula McDougale  
Ms. Nancy McElwain  
Mr. Bennie S. McFather  
Ms. Wynona H. McGhee  
Ms. Cedric McKenzie  
Ms. Jewell Melton  
Ms. Joy Mercado  
Ms. Rosemary E. Messmore  
Mr. Bob Meyer  
Mr. Douglas Meyer  
Ms. Lilia Miller  
Ms. Yolanda Mills  
Ms. Barbara Milstead  
Ms. Iva Minardi  
Mr. Carl Minnick  
Ms. Dale Morrow  
Ms. Norma Mullinix  
Mrs. Clair E. Nelson  
Mr. Erwin Nelson  
Ms. Helen Marie Nelson  
Ms. Mary Nesbitt  
Ms. Doris Newton  
Ms. Betty Oliver  
Ms. Mary Ann O'Neill  
Mr. Jim Palmover  
Mr. Andy Pappas  
Mr. John Parker  
Mrs. Phyllis Parks  
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Ms. Molly Perkins  
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Mr. Bill Stewart  
Ms. Joy H. Swafford  
Ms. Jane Swan  
Mr. Ed Taliaferro  
Mr. Robert J. Tamasy  
Mr. Ray Taylor



Members of the Memorial Auxiliary Executive Board presented a check for \$104,371 to the Memorial Foundation to create the Simulation Learning Center at Memorial. Pictured from left are Director of Volunteer Services Jean Payne, Tony Giddy, Kathleen Craven, Deanna Brown, Chief Development Officer Jennifer Nicely, Phyllis Smith, Auxiliary Vice President Carol McCamish, and Auxiliary President Howard Gropper.

Ms. Liz Thielke  
Bobbie Thompson  
Ms. Linda Thompson  
Ms. Frances Thurman  
Ms. Peggy J. Timmerman  
Mr. Syd Tindall  
Mr. Bill Tonkin  
Ms. Linda Trepagnier  
Ms. Kathleen Trew  
Ms. Vera Trotter  
Mr. and Mrs. Roy Turley  
Mr. Jim Turnage, Jr.  
Ms. Linda Van Meter  
Ms. Virginia Varnell  
Mrs. Marsha Vaughan

Mrs. Joy Veldkamp  
Ms. Niyati Vora  
Ms. Ethel Vreeland  
Ms. Barbara Warner  
Mrs. Barbara Weinhold  
Ms. Joyce West  
Ms. Theda Wexler  
Mr. and Mrs. U. Kay Whaley  
Mr. Jerry White  
Ms. Billie Whiteside  
Mr. and Mrs. Roy Whittington  
Ms. Shirley Williams  
Mr. Terry Williford  
Ms. Joy Willis  
Robbie Willmore

Mrs. Barbara Wilson  
Ms. Jean Wortham  
Ms. Sue Wright  
Mrs. Louise Wright  
Ms. Mary Wynne  
Ms. Rena Yocom  
Ms. Lucille Young  
Ms. Fay Ziegler

# Memorial Foundation Golf Invitational



The weather was perfect for these players at the 19<sup>th</sup> Annual Golf Invitational.

The skies were clear for the 19th Annual Memorial Golf Invitational on Monday, September 20, 2010 at the Chattanooga Golf and Country Club. Sponsors, players and volunteers made the day a tremendous success as 94 players competed for the top score, and the event netted \$95,000 for the Endowment at Memorial Foundation.

## GOLF INVITATIONAL COMMITTEE

Zan Guerry, *Tournament Chairman*

- |                  |                 |                  |
|------------------|-----------------|------------------|
| Leo Brown        | Jim Hill        | Jim Pesnell      |
| Roy Crowley      | Howard Levine   | Karen Sloan      |
| Bruce Etter      | Phyllis Maynor  | David Winchester |
| Deborah Everhart | Jennifer Nicely |                  |
| Lisa Harrison    | Jean Payne      |                  |

## MAJORS CLUB SPONSOR

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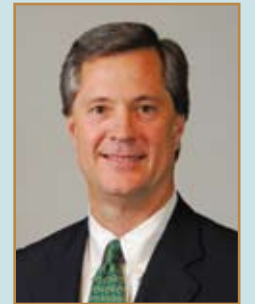
## 19<sup>TH</sup> ANNUAL GOLF INVITATIONAL VOLUNTEERS

- |                    |                  |
|--------------------|------------------|
| Susan Brenner      | Jennifer Nicely  |
| Chris Cate         | Jean Payne       |
| Deborah Everhart   | Nan Payne        |
| Lisa Harrison      | Katie Rankin     |
| Betsy Kammerdiener | Jack Riggart     |
| Courtney Lewis     | Beth Robinson    |
| Tessa Long         | Carolyn Robinson |
| Robert Long        | Pat Robinson     |
| Jenny McFarland    | Karen Sloan      |
| Anna Marsh         | Michael Sutton   |
| Phyllis Maynor     | David Tipton     |



Memorial CEO Jim Hobson accepts the Golf 2010 proceeds from Chair Zan Guerry of Chattem.

# Letter FROM MEMORIAL PRESIDENT AND CEO, JAMES M. HOBSON



It has been a stellar year for the Memorial Foundation. I am both honored and humbled to be part of this wonderful organization whose faith-based mission inspires so many within our community to give generously of their time and their treasure.

Building on the record high last year, the Foundation set a new benchmark for growth in FY 2011 raising more than \$4 million in new gifts including a significant gift of property. Physician involvement chartered new waters as the Physician Advisory Board was instrumental in engaging physicians with the Foundation and finding new avenues for giving.

The Memorial Foundation is now integrated with the Catholic Health Initiatives Foundation and the synergy is evident. Providing consultation and guidance, CHI Foundation is assisting Memorial and other CHI marketing-based organizations in streamlining operations. The Foundation has implemented new programs while reducing the cost per dollar raised to a record low 15¢.

The community showed its support as well, with Friends of Memorial achieving new highs in number of donors and amount of dollars pledged. In 2011, 261 new donors helped bring Friends giving to \$69,000.

I am thankful for our wonderful organization and our many successes which can be attributed to the outstanding leadership of the Foundation Board, physicians, staff and volunteers who make philanthropy and community service a priority.

Sincerely,

James M. Hobson, FACHE  
President and CEO, Memorial Health Care System

## The 11th Annual Cam Busch Endowed Art for Health Lecture

Memorial Foundation and the Hunter Museum of American Art hosted the 11th Annual Cam Busch Endowed Art for Health Lecture Series Thursday, March 3, 2011 at the Hunter Museum.

This year, 150 attendees enjoyed the visually stunning and thought-provoking modern dance performances by guest performer Stuart Pimsler Dance and Theater. Dramatically powered and insightfully witty, this company's unique vision has been hailed as theater for the heart and mind. Founded in 1978, Stuart Pimsler Dance and Theater's work stands apart in the field of contemporary performance for its vast emotional range, intellectual provocations, and stunning visual environments. Stuart and his company have more recently come to the attention of health care professionals through their development of successful therapeutic dance workshops with stroke victims in their home city of Minneapolis.

The purpose of the lecture series is to acquaint the community with the importance of art in the healing process. Over the past 10 years, this series has had the privilege of hosting well-known artists, musicians, poets, performing artists and academics from around the country.

Many thanks to our sponsor who made the event possible.

To learn more about Memorial's Arts Medicine program, upcoming events or how you can get involved please call (423) 495-4141.



Members of the Stuart Pimsler Dance and Theater Company perform at the 11th Annual Cam Busch Endowed Art for Health Lecture.

### CAM BUSCH ENDOWED *Arts for Health* LECTURE SERIES

GOLD SPONSOR

**SIEMENS**

SILVER SPONSOR

UBS Financial Services – The Donina Group

EVENT PATRONS

**HEALTHSPRING**  
More from Medicare. More from life.

Mrs. Osmette Kadrie

## Third Party Event Highlights

### DANETTE HENRY GOLF TOURNAMENT

The 3rd Annual Danette Henry Memorial Ovarian Cancer Golf Tournament was Saturday, September 25, 2010 at the Chatata Valley Golf Course in Cleveland, Tennessee. Proceeds from the event benefit the Danette Henry Memorial Ovarian Cancer Fund, which is part of the Foundation at Memorial and exists to improve the quality of life of those going through ovarian cancer treatment. In 2010, the tournament raised \$16,000 for the Cancer Resource Center at Memorial.



The Henry Family present Foundation President Jennifer Nicely (left end) and Memorial CEO James Hobson (right end) the proceeds from the Third Annual Danette Henry Memorial Golf Tournament.

### UNFORGOTTEN RA *Roll for a Cure*

On Saturday, October 2, 2010, this regional group of riders met at Elk's Lodge, engines revved up, for their second annual ride to raise more than \$3,800 for the MaryEllen Locher Breast Centers at Memorial.



Members of Unforgotten RA with Andrew McGill, VP of Business Development and Strategic Planning (right end) at the MaryEllen Locher Breast Center in Ooltewah.

# Ways to Give

## ONLINE

Visit [www.memorial.org/foundation](http://www.memorial.org/foundation) to make a secure online donation. We accept Visa, MasterCard, American Express and Discover.

## IN THE MAIL

Memorial Foundation  
2525 de Sales Avenue  
Chattanooga, TN 37411

## TRIBUTE GIVING

Honor a loved one with a tribute Gift to Memorial Hospital Foundation on holidays, anniversaries, birthdays and other special occasions. Memorial gifts are also a meaningful way to honor the life and spirit of a special person.

## THIRD PARTY EVENTS

Third party events are a great way for small business owners and community leaders to bring fun and unique activities to their community with proceeds benefiting the Memorial Hospital Foundation.

## CORPORATE SCHOLARSHIPS

A corporate sponsorship to one of the Foundation's annual events gives your business recognition as an organization that gives back to the community.

Your company's name and logo can appear on invitations and programs, on the Foundation's website, in newspaper and magazine pages, including Inspire, Memorial Hospital's publication that goes out to 160,000 homes. A corporate sponsorship also has a lasting impact on the community by making events such as Pink! successful enough to bring back every year and provide funds for programs and services at Memorial Hospital.

## PLANNED GIVING

A planned gift to Memorial Foundation is a meaningful way to ensure that your legacy of giving in life continues to impact the next generation.

## BECOME A FRIEND OF MEMORIAL

A Friend of Memorial is an individual has made an annual gift of \$100 or more and will receive recognition in the Foundation's monthly e-news, on the website, and in the annual report.

For more information on ways to give, call (423) 495-4438 or visit [www.memorial.org/foundation](http://www.memorial.org/foundation)

# Foundation Staff



JENNIFER NICELY, CFRE  
Foundation President and  
Chief Development Officer  
(423) 495-4141



TERESA JONES  
Annual Giving and Development Specialist  
(423) 495-4124



SUSAN BRENNER  
Office and Communications Manager  
(423) 495-4438



PHYLLIS MAYNOR  
Special Events and  
Development Specialist  
(423) 495-4151



JACK RIGGAR  
Major Gifts Officer  
(423) 495-7438

Please return this form and your donation to:  
Memorial Health Care System Foundation  
2525 de Sales Avenue, Chattanooga, TN 37404

# Stay Informed!

## FOLLOW THE FOUNDATION ON FACEBOOK

Memorial Health Care System Foundation is on Facebook! Sign up to receive news updates, event invitations, see photos and more on your newsfeed.

## SIGN UP TO RECEIVE THE FOUNDATION'S MONTHLY E-NEWS

Let us keep you informed of what we are doing at Memorial and Memorial Hixson by signing up to receive our monthly E-news briefing. Visit [www.memorial.org/foundation](http://www.memorial.org/foundation) and give us your name and e-mail address and we will deliver your E-news on the 15<sup>th</sup> of every month.

# Inspired Giving

Enclosed is my gift of \$ \_\_\_\_\_

Name (as you would like to be acknowledged in our annual report)

\_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_

Email \_\_\_\_\_

Please designate my gift to the following area within Memorial Health Care System:

- Cardiac Services
- Surgery Services
- Cancer Services
- Orthopedic Services
- Greatest Need
- Other \_\_\_\_\_

## METHOD OF PAYMENT

My check is enclosed — payable to *MHCS Foundation*

Bill my:  AmEx  MasterCard  Visa  Discover

Name as listed on card \_\_\_\_\_

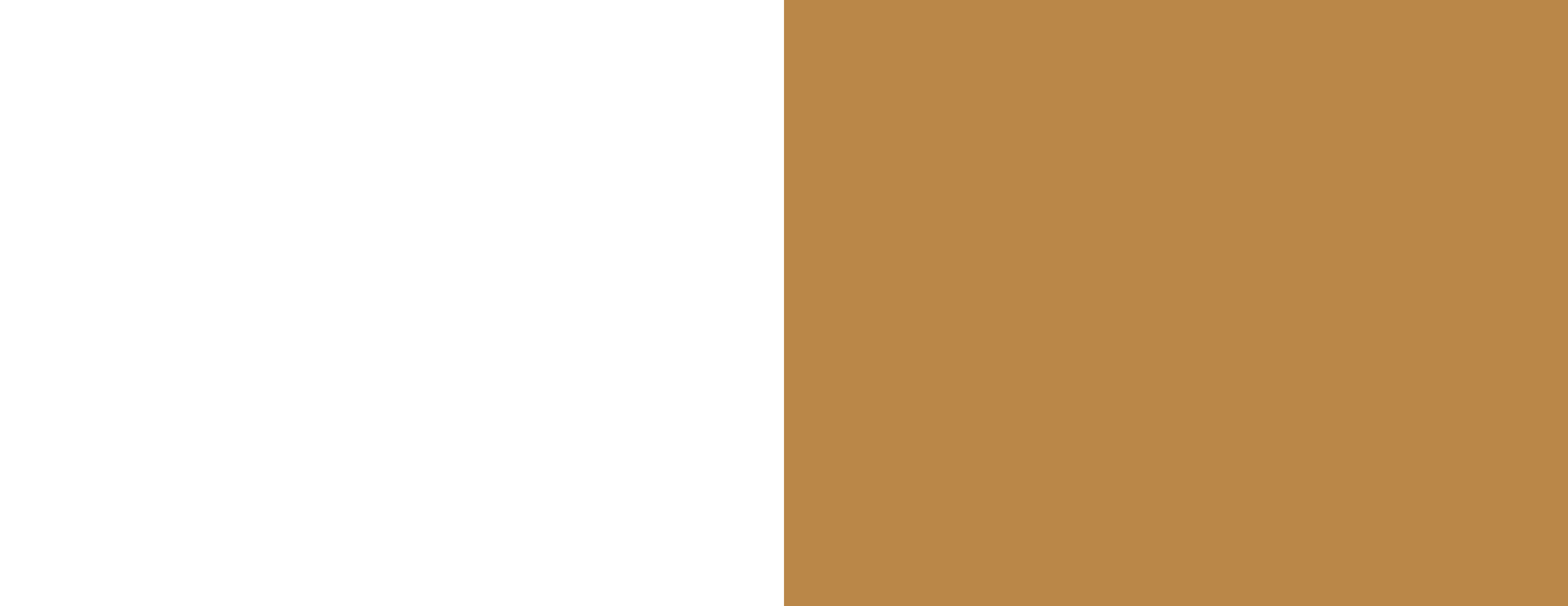
Card number \_\_\_\_\_

Exp. date \_\_\_\_\_ Today's date \_\_\_\_\_

Signature \_\_\_\_\_

Please send me information about:

- Volunteering at Memorial Health Care System
- Estate planning opportunities
- de Sales Society membership



† CATHOLIC HEALTH  
INITIATIVES

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Memorial Health Care System  
Foundation

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*inspired medicine*

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