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.
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

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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. 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 and an acknowledgment of Memorial's future, and we will continue to provide the highest level of care in the region."

Foundation funded items:
- Nursing Simulation Learning Lab
- Frozen Section Room
- Westside Clinic Diabetes Program
- IStan

Auxiliary funded items:
- We Care Weekend
- Scholarships

Total Transferred to Memorial: $3,095,827

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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 predominantly 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.”

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.

Westside Diabetes Program

Memorial’s Westside Clinic Diabetes Management Program is designed to improve 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—lowered blood sugar and enjoy a better quality of life.
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 great. Used now, the best way to do that has been with digital mammography. While digital mammography is only one of the most advanced technologies available today, it is also the most important tool in the breast cancer arsenal. For decades doctors have been searching for a technology to help them find very small cancers or rule out “false negatives” 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.

Tennova used high powered computing to convert digital breast images into a stack of very thin layers or “slices”. Building what is essentially a “3-dimensional mammogram”, these technologies help doctors see better, diagnose sooner, much further and much faster than ever. This exciting new 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 to women patients—significantly enhancing breast cancer diagnostics and treatment approaches.

**Breast Tomosynthesis: A 3D mammogram**

**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.

**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.

**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 designation designated by the National Consortium of Breast Centers. Memorial is one of only 13 breast centers in the U.S. with this designation and the only one in Tennessee, Georgia or Alabama.

**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 $140,000
**Grants Received in FY2011**

- **Area:** $110,000 Breast Health
- **Komen for the Cure:** $63,775 Breast Health
- **Breast Cancer Relief Fund:** $10,930 Breast Health
- **Memorial Auxiliary:** $30,645 We Care Weekend
- **CHI Mission & Ministry Grant:** $17,180 Community Outreach
- **Year of TN Homeland Security:** $21,150 Disaster Readiness
- **Market Strategies:** $26,995 Pharmacy
- **The National Arts Employee Grant:** $5,495 Arts Medicine
- **Aurora:** $14,090 Concert
- **American Cancer Society:** $4,000 Cancer
- **University of Tennessee:** $4,200 Pharmacy
- **Wright Realty Foundation:** $5,000 Scholarships
- **Economic Health Inc.:** $8,900 Care
- **Mercer University:** $1,800 Pharmacy
- **Kimberly Clark:** $1,500 Infection Control

**TOTAL:** $379,815

**Sources of Contributions**

- **Employee Giving:** 14%
- **Annual Fund:** 14%
- **Events:** 14%
- **Interest:** 7%
- **Grants:** 18%
- **Major/Planned Gifts:** 47%

**Who are our Donors?**

- **Individuals:** 45%
- **Foundations:** 25%
- **Corporations:** 15%
- **Others:** 15%

**Grants 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.

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**Title Sponsor**

**Presenting Sponsor**

Anonymous

**Entertainment Sponsor**

Chattanooga罐头厂

**Pink Diamond Sponsors**

- Don and Joyce Godsey

**Pink Sapphire Sponsors**

**Pink Pearl Sponsors**

**Pink Quartz Sponsors**

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**Pink!**

Pink! is Chattanooga’s premier gala event. Now in its third 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 Committee**

- Nora Benefield
- Julie Bencivie
- Shaun Brenner
- Sophia Bridge
- Lisa Brown
- Wild Child
- Misty Clouds
- Shanae DeMint
- Jana Jones
- Joyce Godsey

- Elena Haskew
- Regina Hildreth
- Mary Stewart Lewis
- Kevin Leudke
- Kiera Lemke
- Lisa McCluskey
- Jan Moses

- Jennifer Nicely
- Jessica Norman
- Carla Sandlin
- Darleen Smith
- Laura Reid
- Geoff Young
- Sonia Young

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**2011 Co-chairs Geoff and Jean Young**
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 de Sales Society recognizes benefactors who desire to invest in healthcare excellence. The de Sales Society was created to encourage and give special recognition to committed benefactors who desire to invest in healthcare excellence. The de Sales Society recognizes benefactors who desire to make cumulative contributions of $100,000 or more as a three-year time period or less.

The de Sales Society in honor of Sister Thomas de Sales Bailey, long-time administrator of Memorial, 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, and please let me know if I can answer questions, assist you in any way, or show you where to hand your contributions at work.

At a time when many have had to cut back on 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!

The Legacy Society recognizes an estate gift established during a donor's lifetime. Those who have included Memorial in their wills or through some other type of estate planning instrument.

Mary Catherine Allen, Mrs. Mark T. Allen, Mrs. Thomas D. Allen, Mrs. Katherine Cannon, Dr. Beverly and Victor Mark, Dr. James J. Martin, Mr. and Mrs. John M. Moore, Mr. and Mrs. Gino T. Murray, and please let me know if I can answer questions, assist you in any way, or show you where to hand your contributions at work.

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Physician Giving Societies

Due to the recent changes in healthcare policy and care 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.

Physician Society

Physician Society membership represents gifts given during the previous fiscal year.

1 Anonymous Donor
Dr. and Mrs. Edward S. Brown, Jr.

2 Anonymous Donors
Dr. and Mrs. Joseph S. Atkinson

Dr. and Mrs. Robert Bowers

Dr. and Mrs. David F. Hawkins

Dr. and Mrs. Philip G. Pollock

Charles W. Peac, M.D.

2010 – 2011 Year in Review

Toni L. Wender, MD
Dr. and Mrs. Edward S. Brown, Jr.

Dr. and Mrs. Zachary F. Carden, Jr.

Dr. and Mrs. Peter M. Duvoisin

Dr. and Mrs. George R. Watson, M.D.

Dr. and Mrs. Doug Vanderbilt

Dr. Meeca Walker

Dr. Minnie R. Vance

Dr. Dan Stanley

Dr. and Mrs. James R. Shire

Dr. Wayne T. Scott

Dr. and Mrs. John P. Nash

Tona L. Munday, M.D.

Caring Spirit

Offering a hand to hold…giving a reassuring smile…going an extra step…sharing innovative solutions to complex health problems and making state-of-the-art technology MAGIC. These gifts enable Memorial to provide care for the underserved, seek in- with a gift of $100 or more, tribute and memorial giving, or employee giving through the 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 Physicians of Memorial with gifts 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.

Physicians’ Circle

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

1 Anonymous Donor
Dr. and Mrs. Joseph S. Atkinson

Dr. and Mrs. Robert Bowers

Dr. and Mrs. David F. Hawkins

Dr. and Mrs. Philip G. Pollock

Charles W. Peac, M.D.

2010 – 2011 Year in Review

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Friends of Memorial | 2010 - 2011 Year in Review

Friends of Memorial is comprised of individuals who make a gift of $100 or more during the fiscal year. Our Friends of Memorial growing society grew during the fiscal year, adding 261 new members. Friends gave $69,000 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.

PLATINUM MEMBERS $1,000 - 3,333
1 Anonymous Donor
Mr. Ross Allen
Mrs. Yvonne Allen
Ray and Yvonne Armistead
Dr. and Mrs. Terry Bernard
Dr. and Mrs. John F. Best
Mr. and Mrs. Barry Bego
Mrs. Sophia Bunge
Mr. and Mrs. Barry Cameron
George and Jean Davidson
Dr. and Mrs. John W. Fortson
Mr. Robert C. Gowing
Frank and Janet Harriman
Mr. Terry Henry
Mr. and Mrs. Robert Hunter
Mr. and Mrs. Tadd Jefferson
Rick and Barbara Knouff
Mr. and Mrs. Chris Medoflia
Mr. and Mrs. Rust Matravers
Mr. and Mrs. Jim McKeel
Marshall and Kimberly Mitchell
Scott and Karen Downhar
Mr. and Mrs. Matt Perkins
Mr. and Mrs. Freeda Porter
Pat and Carolyn Robinson
Mr. and Mrs. John R. Rose
Mr. and Mrs. Jeff Tanamazian

GOLD MEMBERS $250 - 499
2 Anonymous Donors
Mrs. Louise Brown
C. H. Chen
Chuck Chey
Mr. and Mrs. Angela Y. Clary
Mr. and Mrs. Ryan Commins
Mrs. Henry Crebbins
David F. and Beth Davison
Curt and Helen Dreyer
Mr. and Mrs. Daniel Freniere
Eloy Davis
Thomas and Sandy Kotoff
Mr. Randall Make
Mr. and Mrs. J. M. Manutzos
Mrs. Peggy Sowold
Dr. and Mrs. Bill Swofer
Clara T. Swoer
Sharon and Yoko Webb

SILVER MEMBERS $150 - 249
2 Anonymous Donors
Dr. and Mrs. John W. Fortson
Mr. and Mrs. Reba Avory
Mr. and Mrs. Thomas Avary
Mr. and Mrs. Lou L. Avary
Mr. and Mrs. L. H. Avary
Dr. and Mrs. K. R. Avary
Mr. and Mrs. Janet L. Avary
Dr. and Mrs. Sarah Avary

Co-Chairs Hicks Armor and Jean Payne, Mr. and Mrs. Daniel Frierson
Cort and Helene Dondero
David F. and Bena Devaney
Ms. Angelena Y. Clayton
Chuck Chitty
Mr. C. H. Chen
Mrs. Lisa Brown
2 Anonymous Donors
Mr. and Mrs. Jeff Tarumianz
Mr. and Mrs. Ted Shelton
Pat and Carolyn Robinson
Mr. and Mrs. Matt Perkins
Scott and Karen Ossewaarde
Marshall and Kimberly Mitchell
Mr. and Mrs. Chris Medoflia
Mr. and Mrs. Rust Matravers
Mr. and Mrs. Jim McKeel
Marshall and Kimberly Mitchell
Scott and Karen Downhar
Mr. and Mrs. Matt Perkins
Mr. and Mrs. Freeda Porter
Pat and Carolyn Robinson
Mr. and Mrs. John R. Rose
Mr. and Mrs. Jeff Tanamazian

BRONZE MEMBERS $100 - 249
8 Anonymous Donors
Dr. and Mrs. Jeff Adams
Herb Adams
Mr. and Mrs. J. Frank Alinsky, Sr.
James O. and Susie Allison
The Ahn Family
Dr. and Mrs. Joseph A. Atkinson
Mr. and Mrs. B. Barbour Arney
Mr. and Mrs. T. Munir Balizer
Husband of Sterling Bailey
Gayman Brack
Angela M. Bremanick
Mr. and Mrs. Maxine Brown
Mr. Edward J. Boga
Mr. and Mrs. W. W. Bogan
William A. Bostick, Sr.
Mr. and Mrs. R. J. Bote
Mr. and Mrs. J. R. Bote
Jake Brandos
Mr. and Mrs. James L. Breden
2 Anonymous Donors
Mr. and Mrs. Robert Brown
Mike and Debbie Brown
Thomas E. and Betty B. Brown
Mr. and Mrs. Jeff Brown
Mr. and Mrs. Walter Brasington
Mr. and Mrs. Richard W. Bredloe
Herb Cannon
Roy and Virginia Carle
Mr. and Mrs. Donald Carrell
Mr. and Mrs. Joseph Carrell
David Carter
Gene and Jane Cartwright
Depper and Barbara Carter
Sue and Herbert Cofin
Jake and Ellen Heavilon
Mr. and Mrs. Bob Fossett
Mrs. Betty Fillauer
Glenn Farmer
Tom and Beth Eberle
Jack Duggan
Jim and Charlotte Dorris
Joyce Dick
Alan Derthick
Mr. and Mrs. J. F. Decosimo
Jill Dearing
Bill and Dianne Davis
Hilldrup
Mr. and Mrs. John W. Fortson
Mr. and Mrs. Robert H. Fortson
Mr. and Mrs. Barry Fossett
Mr. and Mrs. William F. Foster
Mr. and Mrs. Carl Silkett
Dr. Wayne T. Scott
Mr. and Mrs. Cecil Sanders
Mr. and Mrs. Kevin McMahon
Tim and Rebecca Lee
Margaret Ireland
Walt and Eleanor Hodges
Jim and Elaine Hill
Holly Lynch Harwell
Mr. and Mrs. Jeffery Hamner
Mr. and Mrs. J. Frank Akridge, Sr.
Herb Adcox
Dr. and Mrs. Joe Akridge
Mr. and Mrs. Mark Allen
Mr. and Mrs. L. H. Alston
Mr. and Mrs. Williamier Armstrong
Mr. and Mrs. W. W. Blackwell
Mr. Edward J. Biga
Ms. Marilyn Benson
Angela M. Beierschmitt
Guy Beatty
Honorable Suzanne Bailey
The Altick Family
James O. and Susie Allison
Mr. and Mrs. J. Frank Akridge, Sr.
Herb Adcox
Mr. and Mrs. Joe Akridge
Mr. and Mrs. Williamier Armstrong
Mr. and Mrs. W. W. Blackwell
Mr. Edward J. Biga
Ms. Marilyn Benson
Angela M. Beierschmitt
Guy Beatty
Honorable Suzanne Bailey
The Altick Family
James O. and Susie Allison
Mr. and Mrs. J. Frank Akridge, Sr.
Herb Adcox
Dr. and Mrs. John W. Forman
George and Jane Diamantis
Mr. and Mrs. Barry Cammon
Ms. Sophia Bridget
Mr. and Mrs. Barry Cameron
George and Jean Davidson
Dr. and Mrs. John W. Fortson
Mr. Robert C. Gowing
Frank and Janet Harriman
Mr. Terry Henry
Mr. and Mrs. Robert Hunter
Mr. and Mrs. Tadd Jefferson
Rick and Barbara Knouff
Mr. and Mrs. Chris Medoflia
Mr. and Mrs. Rust Matravers
Mr. and Mrs. Jim McKeel
Marshall and Kimberly Mitchell
Scott and Karen Downhar
Mr. and Mrs. Matt Perkins
Mr. and Mrs. Freeda Porter
Pat and Carolyn Robinson
Mr. and Mrs. John R. Rose
Mr. and Mrs. Jeff Tanamazian

Friends of Memorial Committee
Patti Dungan, Jennifer Nicely, Teresa Jones, Mark Ramsey and Holly Harwell.

Friends of Memorial members (from left): Mary Jo Anderson, Sue Coppleger, Patt Danglas,イメージの内容は「Memorial Health Care System Foundation」と関連しています。
Mr. and Mrs. Mitchell D. Saula
Evelyn R. Sager
William and Linda Sachse
Jerry Ross Family
MaryAnne and John Rollins
Mr. and Mrs. William P. Roland
Mr. and Mrs. Armando Rodriguez
Mr. and Mrs. Frank A. Roden, Jr.
W. E. and Elsie Robinson
Mr. and Mrs. Jerry G. Robinson
Wilma Robertson
Mrs. Barbara L. Roberts
Mrs. Theresa L. Ritchie
The Rich Family
Mr. and Mrs. Charles W. Reep
Ron Reel
Mark Allen Ramsey
Judy Raley, SCN
Bill and Jerrie Raines
Mr. Blaine E. Pynkala
Donna Puckett
Mr. and Mrs. Irvin B. Pressman
Mr. and Mrs. Mervin Pregulman
Mr. William Prater
Walter and Margaret Popp
Ms. Susan Piolatto
Frank and Gail Pinchak
James and Linda Penny
Mr. and Mrs. Jerry G. Penn
Mr. and Mrs. Charles F. Penne
Virginia H. Lee
Bernard L. Lee
Thomas Langmann
Mr. and Mrs. Michael Korbas
Mr. and Mrs. Maurice Kopp
Glenda K. Phillips
Jim and Barbara Kennedy
– Friends of Memorial continued –
Mr. and Mrs. Mitchell Kerche
Mr. and Mrs. Kerche
Thomas Langmann
Bernard L. Lee
Virginia H. Lee
Mr. and Mrs. Mike Legg
Ms. Madeleine Light
Mr. and Mrs. Mike Legg
Ms. Madeleine Light
Kay Lindgren
Jack and Echo Love
Roy Benefully Lyons
Edward A. Majoras
Jacquelyn Massin
Alison and Tiger Martin
Mr. and Mrs. Legg
Don and Hiroko Mathis
Ms. Jacquelyn Mathis
Alison and Tiger Martin
Jacqueline Marschak
Edward A. Majoras
Bea Rutledge Lyons
Jack and Reba Love
Mrs. Mary Long
James Hobson after receiving the 2011 Humanitarian Award.
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.

MAGIC Committee Members
Melissa Roden 2011-2013 Campaign Chair
Allan Lovin 2003-2009 Campaign Chair
Tina Cagle 2007
Curtis Aukerman 2006
Karen Frank 2005
John Ritter 2004
Sheila Nieves 2003

MAGIC Donors
Betsey Alder
Sandy Alder
Jazmine Albrecht
Grace Albritton
Jessica Adams
Gal Adams
Kia Allen
Mick Allen
Sherry Adams
Allie Allen
Tanya Andrews
Megan A. Arthaud
Sandy Arnold
Anna B.
Allie Bocci
Linda Bowers
Sandra Brooks
Teresita Brooks
Linda L. Brown
Suzanne M. Bogan

MAGIC committee pictured (in the back from left to right): Verna Tank, Heather Gunnon, Angie McGhee, Berry Kerenskover, Laura Cross, Tasha Wilson, Eve Brown, Jeffery McCray, Karen Frank; (seated from left): Jean Payne, committee chair Melissa Roden, Teresa Jones.
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 donated funds to the Employee Assistance Program, and seeing how employees who have benefited from MAGIC have changed has been truly fulfilling.

– John Steele, Director Human Resources Operations

2011 Year in Review

Samantha Gagliano
Sandra Gadd
Kim Furrow
Vance L. Freeman
Susan Freeman
Karen Frank
Lisa Fowler
Karen Forgey
Nancy Floyd
Connie Fleming
Michelle Fine
Debbie Ferguson
Dr. Gale Fellowes
Judy Fago
Angela Everett
Rosemary Ertel
Amy Elston
Patrick Ellis
Melissa M. Ellis
Melanie Ellis
Carolyn Elliott
Brenda Elliott
Beverly W. Elliott
Sheri Edwards
Angela Early
Tina Eakin
Sarah Dye
Debra Dunn
Gayla Griffith
Beverly Griffith
Gina “Gigi” Griffin
Donna M. Grider
Rachael Green
Elizabeth Gray
Katherine R. Gran RN, C, CCM
Dee Graham
Amy L. Graham
Kimberly D. Golden
Tanika Gladden & Family
Angela Jackson
Mary Ellen Jackson
Rhoda Hines
Matt Jackson
Hayden Jackson
Diana Jones
Donna Jones
Robyn Jordan
Barbara J. Jordan
Debbie Jordan
Jane Jordan
Jannette Jordan
Mary Jane Jones
Sherry Jones
Lindsey R. Croom
Linda S. DeCarlo
Sandra B. Dean
Julia Dean
Sue Davis
Jacqueline D. Davis
Nicole Davis
Carolyn Dark
Karen Curtis
Sandra P. Curtis
Sudie Culpepper
Greg S. Cruz
Lori Crox
Karen Crowder
Laura Cross
Lindsey R. Croom

American Cancer Society
Anesthesiologist Associated PAC
Atrium’s Crescent Restaurant
Athens Dentistry Co

ASIF Foundation - Breast Care Fund
Belle & TA Lupus & Multiple Sclerosis Family
Bishop Foy Family Foundation
Breaded Fish Fund
Brookside Children’s Home
Brookside Breweries & Restaurants

Covenant Baptist Church
Cornerstone Automation, LLC
Colorado Medical Investors
Classic Beautique, Inc.
Church Women United of Chattanooga
Chick-fil-A
Chattanooga Surgical Oncology PC
Chattanooga Lodge #91 BPOE
Certified Car Care
Cedar Creek Condominium Association
Canaan Land Baptist Church
Burks Young at Heart

Brainerd Presbyterian Church
BlueCross BlueShield

Anesthesiologists Associated PC
American Cancer Society
We are grateful to the foundations, churches and companies who made gifts in the last fiscal year.

Foundations, Churches and Corporate Giving

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

2010 – 2011 Year in Review

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 she said to me that her son would be born before that was allowed. So goes the continuum of life and my love for Memorial's caring nurses and physicians.
The Auxiliary was pleased this year to pledge $104,371 to fund the creation of the Simulation Learning Center. The Auxiliary also benefited the Foundation’s mission and program areas through the creation of donor-sustained endowed funds, including the Murphy Fund for Clinical Research at Memorial and the Trust for Simulation Development.

Memorial Auxiliary and Volunteer Services Report

In addition to giving of their time, the Memorial Auxiliary and Volunteer Services continue to enhance the healing environment. Auxiliary volunteers help to create an environment of comfort and healing for patients and families, and provide a $500 scholarship program for students preparing for health careers. This year, funds were also donated for televisions in the surrounding areas, and Teen Gifts gave recognition of volunteers.

The Auxiliary was pleased this year to pledge $67,471 to fund the creation of the Simulation Learning Center. At Memorial, a comprehensive educational environment could provide technology enabling the nursing and students to learn by solving realistic clinical situations in our simulation laboratory.

Memorial Auxiliary and Volunteers

Memorial Auxiliary was founded shortly after Memorial Hospital opened nearly 60 years ago. The volunteer program continues to thrive with new ways to enhance the healing environment. The Auxiliary has expanded its service opportunities, and now also provide service in the evening to patients in the Chattanooga Heart Institute Imaging Center. Volunteers are highly valued at Memorial, and a dedicated team of 561 individuals served nearly 83,000 hours of time this year.

The Auxiliary also provided service to tornado victims in the surrounding area, and Tribute Gifts given in recognition of volunteers. The Auxiliary supports Mission and the Foundation’s mission and program areas through the creation of donor-sustained endowed funds, including the Murphy Fund for Clinical Research at Memorial and the Trust for Simulation Development.

Memorial Auxiliary was pleased this year to pledge $104,371 to fund the creation of the Simulation Learning Center. At Memorial, a comprehensive educational environment could provide technology enabling the nursing and students to learn by solving realistic clinical situations in our simulation laboratory.
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.

The weather was perfect for these players at the 19th Annual Golf Invitational.

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

It has been a stellar year for the Memorial Foundation. I am both honored and thrilled 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 causing more than $4 million in new gifts including a significant gift of property. Physicians’ involvement has been a key element as the Physician Advisory Board was instrumental in engaging physicians with the Foundation and finding new avenues for giving.

The Memorial Foundation is now engaged 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

Letter from Memorial
President and CEO, James M. Hobson

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

Memorial Foundation Golf Invitational Committee
Zan Guerry, Tournament Chairman

Tee Club
Lisa Harrison
Lisa Harrison

Eagle Club
Robert Long
Robert Long

Birdie Club
Courtney Love
Courtney Love

Majors Club Sponsor
Mitchell and Deborah Everhart

Masters Club
CHATTEM

19th Annual Golf Invitational Volunteers
Susan Brenner
Susan Brenner

Memorial Invitational Volunteers
Lisa Harrison
Lisa Harrison

Eagle Club
Chris Coot
Chris Coot

Birdie Club
Deborah Everhart
Deborah Everhart

Tee Club
Lisa Harrison
Lisa Harrison

Majors Club
Mitchell and Deborah Everhart

Get Involved
See monthly specials at www.charmpartnership.org

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

The 11th Annual Cam. Busch, Endowed Art for Health Lecture


This year, 150 attendees enjoyed the visually stunning and thought-provoking modern dance performances by guest performer Stuart Pimsler Dance and Theatre. Dramatically powered and thoughtfully crafted, this company’s unique vision has been hailed as theater for the heart and mind. Founded in 1978, Stuart Pimsler Dance and Theatre’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 academicians 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.

Gold Sponsor
SIEMENS

Silver Sponsor
UBS Financial Services – The Donina Group

Event Patrons
Mrs. Osmette Kadrie

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

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 or treatments. In 2010, the tournament raised $16,000 for the Cancer Resource Center at Memorial.

Unforgotten RA Roll for a Cure

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

Third Party Event Highlights

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

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 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 37404

Tribute Giving
Honor a loved one with a tribute Gift to Memorial Hospital Foundation on holidays, anniversaries, birthdays and other special occasions.

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.

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.

Foundation Staff

Jennifer Nicole, 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) 495-4111

Phyllis Maynor
Special Events and Development Specialist
(423) 495-4111

Jack Bogar
Major Gifts Officer
(423) 495-7638

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.

Inspirited Giving
Backed by your 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
Orthopedic Services
Surgery Services
Greatest Need
Cancer Services
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 ______________________

Please send me information about:
Volunteering at Memorial Health Care System
Estate planning opportunities
de Sales Society membership

Signature ________________________________________________________

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

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