Thank You Report

Thank YOU!

Froedtert Hospital Foundation
Earlier this year, the Froedtert Health board of directors announced that our longtime president and chief executive officer, William D. Petasnick, would be retiring. Petasnick, a respected leader in national health care policy, is well known for his many contributions to Froedtert patients, staff, the organization and the larger community.

With his departure, two established Froedtert leaders, respected by the community, have stepped up to accept new roles for Froedtert Health and Froedtert Hospital continuing the momentum and long-term vision already established by Bill Petasnick.

Catherine Jacobson, formerly Froedtert Health’s executive vice president of finance and strategy, was promoted to president and chief executive officer of Froedtert Health. Jacobson assumes responsibility for the overall operations and long-term strategic and financial planning efforts at the system level.

Cathy Buck, MSN, RN, formerly the executive vice president and chief operating officer of Froedtert Hospital, was promoted to president of Froedtert Hospital. She is responsible for the financial, quality and service goals of the hospital. Buck also works directly with the Froedtert Hospital board of directors and the Froedtert Hospital Foundation.

They look forward to meeting you and thanking you for your support at Foundation events in the coming years!

Nora Sale
Vice President and Executive Director
Froedtert Hospital Foundation

Friends,

In the health care field, one thing is certain – changes are coming. For Froedtert Health and Froedtert Hospital, some of those changes have already arrived – changes to our leadership team, that is.

At Froedtert Hospital, we provide safe, cost effective, community-based care with the resources of an academic medical center. Your gifts help us accomplish that by supporting programs in every area of our hospital. Thank you.

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Dear Friends,

While every year brings changes at Froedtert Hospital, some things remain the same – like our gratitude for our donors and friends. This annual Thank You Report gives us an opportunity to express our sincere appreciation for your support and to demonstrate the impact that your generosity has had on the Froedtert family.

Philanthropy is vital to Froedtert Hospital and that includes connecting donors to the Froedtert programs, staff, and patients who are most in need of their support. In fact, philanthropy is so important that the funds raised by the Foundation support our efforts above and beyond what our budget can allow. This is so valuable in today’s health care marketplace when every additional enhancement to our programs makes a difference to our community.

As we have grown a culture of philanthropy at Froedtert, our fundraising projects are linked carefully and significantly to hospital initiatives. The Foundation is taking on exciting fundraising projects that marry need and advances in patient care. These targeted fundraising efforts will focus on funding two new projects – the Clinical Cancer Center Translational Research Unit (TRU) and our Simulated Learning Center (SIM Center).

A hospital translational research unit focuses on translating research knowledge acquired in the lab into direct patient care. Our TRU will provide early phase clinical trials of groundbreaking research. These clinical trials offer a source of hope to patients who may have no other treatment options.

The SIM Center is an advanced approach to physician and health professional education. It provides hands-on learning in a simulator or device, which mimics a real patient or part of the human body. The SIM is capable of interacting with the learner/caregiver and ultimately helps Froedtert health care professionals deliver more effective, safe and patient-centered care.

With this annual report, we say “Thank you.” On behalf of all the staff at Froedtert Hospital, I extend our genuine thanks for helping us advance patient care, clinical research, and education for better health.

Cathy Buck, MSN, RN
President
Froedtert Hospital

It started slowly. Henry began to forget little things. He often misplaced his keys and later found them in, of all places, the refrigerator. Occasionally he would forget his grandchildren’s names (just for an instant). His wife, Rose, tried to brush her concerns aside. But, when their children begin to notice that Henry was forgetting important and special memories, Henry and Rose contacted Froedtert & The Medical College of Wisconsin Memory Disorders Program.

Froedtert’s Memory Disorders Program is internationally recognized for research on early risk factors for Alzheimer’s disease and developing neuro-imaging techniques to detect the disease before symptoms appear. Led by Dr. Piero Antuono since 1985, the multidisciplinary team specializes in identifying uncommon and difficult-to-diagnose cases of dementia.

It was here that Henry was diagnosed with Alzheimer’s disease. While it was sad news, Henry was fortunate. He had the resources of Froedtert Hospital at his disposal. Sadly, that’s not true for everyone. There are currently 5.2 million people affected by Alzheimer’s disease in the U.S. – a number that is expected to increase by 50 percent by the year 2030. Meeting the needs of this growing population will be a challenge for health care systems, because there is a shortage of health care workers committed to the care of Alzheimer’s disease.
That’s a problem that the Helen Bader Foundation is working to solve. The work of the Bader Foundation focuses on a number of priorities including Alzheimer’s and aging – addressing the challenges posed by Alzheimer’s disease. The foundation’s interest in Alzheimer’s and aging is a “very clear path for the foundation,” says Daniel Bader, president and son of its namesake and founder. “My mom was a social worker, and throughout her life, she sought to help others. For the last 10 years of her life, she began working closely with people with dementia – at a time when Alzheimer’s was almost a complete mystery. She was heavily involved at a critical time, and she was very interested in how you develop programming for this population.”

Thanks to a grant from the Bader Foundation, Froedtert’s Memory Disorders Program is joining them in this effort. This generous gift will fund a new “Grand Rounds lectureship” – an annual lecture featuring a visiting physician or scientist represented in health care.

Grand Rounds lectures are important in another way. These lectures also encourage medical students to pursue a particular aspect of medicine as part of their career path – important to a field like Alzheimer’s disease, which is under-represented in health care.

Funding by the Helen Bader Foundation, was critical to the creation of this new program. Bader commented, “We are impressed by Froedtert’s program, and Dr. Antuono’s leadership and are hopeful that this new program will advance Alzheimer’s research and inspire the next generation of physicians to serve this growing population in smaller communities, where it is needed most.”

And that’s the goal of the Bader Foundation grant – to ensure that all Alzheimer’s patients, like Henry, will have access to the same innovative care that he received – in their own community.

Froedtert Salons Debut
Recently, Froedtert Hospital Foundation began its own series of salons, events which certainly meet that description.

Interested community members gathered at the new office of Zimmerman Architectural Studios — in an inspiring renovation of the former Milwaukee Gas Light Company. The renovation preserved many of the building’s original features including a vintage meter referred to as their “think tank” — an appropriate addition to the evening’s activities.

Guests were invited to learn about one of Froedtert’s two new funding initiatives – the Clinical Cancer Center Translational Research Unit or TRU from one of our experts, Dr. James Thomas. Our TRU unit will focus on translating research knowledge acquired at the “bench” to bedside and patient care. The TRU provides “early phase” Phase I and Phase II clinical trials — a first in the greater Milwaukee community. These trials provide ground-floor research protocols and a source of hope to patients with recurrent disease who may have no other treatment options.

Froedtert leaders — Cathy Buck, President, Froedtert Hospital; Cathy Jacobson, President, Froedtert Health; and Nora Sale, Vice President and Executive Director, Froedtert Hospital Foundation, also offered their knowledge of Froedtert.

Salon – Common during the 17th and 18th centuries, a salon is a gathering of like-minded people, often leaders in the community. Held in an inspiring location, with an enthusiastic host, the events were meant partly for amusement but also to increase the knowledge of the participants.

This salon is just the first. Future salons will focus on the TRU as well as on our planned Simulated Learning Center or SIM Center. The SIM Center is a new approach to physician and health professional education, which provides hands-on learning in a simulator, or device that mimics a real patient or part of the human body. The SIM is capable of interacting with the learner and ultimately helps Froedtert health care professionals deliver safe, effective and cost-effective care.

Like-minded community leaders, gathered in an interesting location? Enthusiastic hosts? Both amusement and learning? Sounds like a Froedtert Hospital Foundation salon!

If you’d like to attend a Froedtert Hospital Foundation Foundation salon, please call us at 414-805-2699.
We are pleased to recognize the support of individuals and organizations that give generously to the Froedtert Hospital Foundation.

Gifts or pledges made during the fiscal year 7/1/11-6/30/12 are included in this report. Gifts or pledges received after 6/30/12 will appear in next year’s thank you report. Please help us keep our records accurate by calling 414-805-7788 with questions, comments or corrections. You may also email us at fhinfo@froedtert.org.

**Heritage Society**

Donors who have made lifetime contributions or pledges of $10,000 or more are recognized through our Heritage Society. These donors form the foundation of support for the Froedtert Hospital Foundation. They are our "heritage."
Named Funds

Named funds provide continuous support for programs at Froedtert Hospital. Gifts may be made to any of the funds listed or a new, named fund may be created according to your wishes.

Mark Adams Froedtert Transplant Fund
Apollo Fund for Philanthropy
Arthur J. Balzer Cardiovascular Fund
BAKEN Fund for Indigent Care and Nursing Education
Martin & Kathleen Bechtel Nursing Leadership & Innovation
Charles E. Benidt Endowment for Chaplaincy
Dolores Benidt Breast Cancer Fund
James C. Benjamin Family Fund for Brain Tumor Research
Greg & Kathy Buck Staff Education Fund
Gary & Krista Colpaert Fund
Curt and Sue Culver Fund
Cull Family and Royal Recognition, Inc. Fund
Dynacare Endowment for Community Health Education
Friedman Cardiology Fund
Scott Garrett Leukemia Research
Catherine and Eric Jacobson Fund
Junkerman Endowment for Medical Education
Dawn Kawa Fund for Brain Tumor Research
Melitta Pick Fund for Staff Education at the Froedtert Hospital Clinical Trials Office
Bobbe Petasnick Fund for Staff Education
Margaret Roethle Endowment for Clinical and Translational Research
Thomas A. & Lorraine M. Rosenberg Endowment for Clinical Cancer Research
Paul W. Runge, MD Fund
Nora and Marc Sendik Cancer Fellowship Endowment
Molly Erin Schwab Endowment
John B. Sendik

Geneva Johnson is the very definition of an extraordinary volunteer and leader. She’s well known in our community for her volunteer efforts, having served on boards of directors for many major corporate, educational, civic and health care organizations. These efforts, coupled with her career as the retired president and CEO of Family Service America, have led to national and international recognition for her work in the area of nonprofit and community leadership.

We will be happy to discuss creating or supporting a fund. A fund can be created through a gift of as little as $20,000. Please contact Nora Sale, Vice President & Executive Director, Froedtert Hospital Foundation at 414-805-2699 for more information.
Here at Froedtert it’s the same. Geneva has served on the boards of both Froedtert Hospital and Froedtert Hospital Foundation and is always willing to give her time to support our patient care, clinical research and medical education initiatives.

Not surprisingly, Geneva approaches her philanthropy from the same perspective: “I feel very strongly that the most important responsibility for any board member is to help secure the future financial stability for that organization.”

“I feel very strongly that the most important responsibility for any board member is to help secure the future financial stability for that organization.”

Recently, she demonstrated this belief with a remarkable commitment to Froedtert Hospital. Geneva has designated Froedtert Hospital as the recipient of a very generous beneficiary gift from the Wisconsin Energy Corporation Director’s Charitable Award Program. Because she has been a board member at Wisconsin Energy, this program allows her to select a non-profit of her choice to be the beneficiary of an estate gift from Wisconsin Energy. And Geneva’s priority was to support Froedtert Hospital.

In addition to this generous gift, Geneva’s will names Froedtert Hospital Foundation as a beneficiary. Her future support made her a member of our Signature Society, a group of supporters who have expressed their intention to include Froedtert Hospital Foundation in their estate plans.

Geneva’s designated her estate gift toward a fellowship for Clinical Breast Cancer at the Froedtert and The Medical College of Wisconsin Clinical Cancer Center – an area that is very important to her.

Geneva’s estate gift represents an expression of gratitude for care delivered here. She’s had three major surgeries and treatment for breast cancer. While a patient here, she came to appreciate both the skilled and compassionate care provided. “I can’t speak highly enough about it,” she says. “My experiences at Froedtert Hospital have deepened my appreciation for the quality care that Froedtert’s patients receive every day.”

“My experiences at Froedtert Hospital have deepened my appreciation for the quality care that Froedtert’s patients receive every day.”

Leading by example was an important factor in her decision. “It is my hope that this gift will set the pace for other corporations and organizations.” She encourages other organizations to follow the lead of Wisconsin Energies – honor their dedicated volunteers by making similar estate gifts to the non-profits that mean so much to them. It’s her way – advocating for philanthropy in our community, dedicating herself to community service and leading by example. “As a teaching hospital, Froedtert is geared toward excellence and provides really personalized care. I feel good about my involvement here.”

**Signature Society**

Signature Society is the donor recognition group for people who include the Froedtert Hospital Foundation in their will or living trust, or designate the organization as a beneficiary of a charitable trust, life insurance policy, retirement plan or charitable gift annuity. For more information, contact Gillian Stewart at 414-805-1202 or gillian.stewart@froedterthealth.org.

Go online at www.froedtert.com/giftplanning for more information on gift/estate planning with articles updated monthly.

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Inspired by their father’s fight against brain cancer, two Racine children and their friends created a fundraising event to support clinical research at Froedtert Hospital.

Dan Getman passed away from his brain tumor on March 16, 2011. His children, 10-year-old Jimmy Getman and his 6-year-old sister, Emily, wanted to help others and honor their dad’s memory. They opened a lemonade stand near their home.

Helped by two friends, 9-year-old Anthony Schiro and his 7-year-old brother Jax, the children were in business for two days. When the lemonade finally ran out, they had raised more than $1,200.

Jimmy and Emily’s mom, Becky Getman, says there wasn’t magic in the recipe; it was the children’s story that inspired cash gifts beyond the 50 cents a cup charge. At just 10 and 6 years old, the Getman children knew they could do something to make a difference.

Encouraged by their mother and inspired by their father’s memory and love, they proved that no matter your age or circumstances, anyone can band together to help others.

Others whose lives have been touched by Froedtert Hospital also band together to host special fundraisers on behalf of the Froedtert Hospital Foundation. These community events are planned by groups of friends and supporters and are important to Froedtert Hospital Foundation both for the funds they raise and for the friends they make. They support a wide variety of patient care programs and services throughout Froedtert Hospital. Like the Lemonade Stand, each event shows what can happen when one small gift or person (or four!) is multiplied by their inspiration.

Presenting the proceeds from their fundraising event to the Froedtert Hospital Foundation and Mark Malkin, MD, Medical College of Wisconsin neuro-oncologist on August 23, 2011 in the Froedtert & The Medical College of Wisconsin Clinical Cancer Center.

Every year, organizations, friends and community groups gather together to raise funds and support for the Froedtert Hospital Foundation. Thanks to all of them for a job well done!

- Beads to Prevent Breast Cancer
- Eclectica, Inc.
- Bone Marrow Transplant 2011 Holiday Party
- Froedtert Hospital Volunteer Associates, Inc.
- Friends of Merrill Park
- Getman Family Lemonade Stand
- Haunted High – Oconomowoc
- Public Education Foundation, Inc.
- Kathy’s Cause
- New Berlin Lioness Club
- CG Schmidt, Inc.
- Strain For The Brain
- Strike Cancer, Spare Lives Bowlathon
- Process Retail Group, Inc.

It’s easy and fun to organize a fundraising event for Froedtert Hospital. Call 414-805-2699 to find out how to get started!
Gifts of tribute are made in honor or in memory of someone who has added special meaning to your life. They are often given to celebrate a special occasion such as a birthday or anniversary or the passing of a loved one.

The Froedtert Hospital Foundation provides notification to the person honored, or the designated relative of the person memorialized. Unless otherwise instructed, the gift amount is confidential.

**Honorial Gifts**

**Stephen J. Alper**
Katherine M. & Richard D. Bagemihl

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Corinne E. Altheimer

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Corinne E. Altheimer

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Thomas E. & Susanne L. Holsen
Thomas J. McGinn
Jeffrey P., MD & Mary L. Schwab
Philanthropy supports a wide range of programs and services throughout Froedtert Hospital. Some projects are donor-directed, others are funded when a department identifies a need and requests Froedtert Hospital Foundation support.

Charitable gifts provide Froedtert’s “margin of excellence,” supporting programs above and beyond what our budget allows. Here’s a summary of some of the important work funded in the past year by charitable contributions to the Froedtert Hospital Foundation.
**Patient Care**

- Video technology providing instant access to professionally trained, off-site medical interpreters for hearing impaired and non-English speaking patients.
- New furniture for bone marrow transplant patient rooms.
- Educational materials for patients, including informational binders for newly diagnosed cancer patients, and newsletters for the sarcoma and head/neck cancer programs.
- Teaching tools/technology to augment the da Vinci® Robotic Surgical System.
- Patient assistance including stipends for groceries, clothing and necessary medical equipment (such as scales and blood pressure cuffs), and short-term prescription needs for transplant recipients.

**Research**

- Ovarian cancer research aimed at better understanding the genetic basis for the disease with an ultimate goal of improving care for disease recurrence.
- Salary support for a PhD-trained scientist to do patient-centered skin cancer research.
- Research examining the role of midlife obesity in Alzheimer’s disease.
- A study investigating the use of pain medication after spine surgery.
- A clinical trial of early stage pancreatic cancer aimed at matching tumor type with one of six available chemotherapies.

**Education for Staff, Physicians and Patients**

- A new prenatal education program for expectant parents with a goal of improving outcomes for some of Milwaukee’s most vulnerable infants.
- Tuition support and educational conference assistance for 14 staff funded by the new Bobbe Petasnick Fund for Staff Education.
- Staff attendance at educational conferences focusing on spinal cord injury, cystic fibrosis, genetic counseling, cancer survivorship, breast cancer, diabetes, lymphedema, sports medicine, pulmonary hypertension and hyperbaric therapy.
- Major sponsorship of heart and vascular, liver/pancreas, traumatic brain injury and vascular access symposia, bringing together physicians and staff to share best practices.
- Three fellowships providing advanced training to physicians interested in underserved specialties including cancer care and the neurosciences.
- Nursing support including four $2,500 nursing scholarships, awarded for the sixth-consecutive year, and funding for a new, nursing research internship.
### Hope Society

The Hope Society recognizes annual donors (of any amount) to the Froedtert Hospital Foundation—they are our hope for the future. Gifts or pledges made during the fiscal year 7/1/11–6/30/12 are included in this list. Gifts or pledges received after 6/30/12 will appear in next year’s report. The Hope Society list does not include pledge payments. Pledges are recognized in entirety in the year that the pledge is made.

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<tr>
<th>Range</th>
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<td>$250,000 - $499,999</td>
<td>Froedtert Hospital Volunteer Associates, Inc.</td>
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<td>$100,000 - $249,999</td>
<td>Louise DeCasseser Mayer</td>
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<td>$50,000 - $99,999</td>
<td>Emory T. Clark Family Charitable Foundation</td>
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<td>$25,000 - $49,999</td>
<td>Helen Bader Foundation Marlene M. Eier</td>
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<td>$10,000 - $24,999</td>
<td>Neil Andrich Alvin and Marion Birnschein Foundation, Inc.</td>
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We did it! With the help of our generous golfers and sponsors, a record net profit from the 18th annual Froedtert & The Medical College of Wisconsin Desert Classic was posted. Over $132,000 was raised for the Clinical Cancer Center to benefit a wide variety of patient programs and services above and beyond what the budget allows. A heartfelt “thank you” to all for making this such a successful event.
The Desert Classic, generously sponsored by Irgens included 97 golfers who enjoyed a sunny, spring day and golfing for a good cause at Gainey Ranch Golf Club in Scottsdale, Arizona. Surrounded by the desert in bloom and the majestic McDowell mountain range, guests played 18 holes of golf, participated in challenging contests and visited the ever popular margarita and cigar hut. An awards reception followed, where new leaders Cathy Buck, President of Froedtert Hospital and Cathy Jacobson, President of Froedtert Health were introduced.

To date, the Desert Classic event has raised more than $1.4 million to benefit Froedtert & The Medical College of Wisconsin Clinical Cancer Center. Mark your calendars now for the 19th annual event, planned for Saturday, March 2, 2013. We will return to Gainey Ranch and promise to keep the fun and momentum going for this very special event.

For more information, contact Julie Idzikowski at 414-805-2933 or judzikow@froederthealth.org.
Our Froedtert staff members are known for going “above and beyond” in their care of patients. Now they’ve added to that reputation by going above and beyond in their support of the Froedtert Hospital Foundation.

In January of each year, our staff have an opportunity to support Froedtert Hospital during our annual Staff Giving Campaign. This year, gifts to our campaign exceeded our goal, with staff members donating over $117,000 to hospital programs.

Nurses, social workers, therapists, food service employees, and administrative assistants give to support patient care, education, clinical and nursing research. They know the funds benefit their own departments and education programs. It’s one more example of how our staff go “above and beyond” each and every day.

A new addition to our Staff Giving Campaign – nine dedicated staff members graciously agreed to appear in a video for the 2012 Froedtert Hospital Foundation Staff Giving Campaign. Shown at department meetings and on our Froedtert Hospital Intranet site, these staff members spoke from their hearts about the impact that funding from the donors to the Froedtert Hospital Foundation has had on their departments, patients, and colleagues. It’s one more example of how our staff go “above and beyond” each and every day.

Donors 2011/2012

Staff gifts to the Froedtert Hospital Foundation inspire others to support Froedtert Hospital programs. Many of our staff give to support patient care, education, clinical and nursing research, often in their own departments. Most give through our annual Staff Giving Campaign held in January of each year. All gifts by Froedtert Health staff members are recognized here.

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Kathleen D. Ishewood
Marilyn Jackson
Hospital Volunteer Associates has surpassed the $2 million milestone of support. Thanks, Volunteers

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Thanks, Volunteers

With its most recent gift to the Froedtert Hospital Foundation, the Froedtert Hospital Volunteer Associates has surpassed the $2 million milestone of support. Thanks to the volunteers who have given their time and talents over the years!
The Best Care Begins With You

Funds raised by the Froedtert Hospital Foundation support programs above and beyond what our budget allows. Like the donors featured in this report you can make a difference too. Need some ideas?

1. Make an annual gift directed to the patient care area closest to your heart.
2. Join our Signature Society by remembering Froedtert Hospital Foundation in your will or using life insurance.
3. Pay tribute to someone special through a brick or paver in the Mortenson Construction Healing Plaza.
4. Sponsor a golf hole at the Froedtert & The Medical College of Wisconsin Desert Classic.
5. Make a gift to Froedtert Hospital’s Indigent Care Fund and support patients in difficult financial circumstances.
6. Honor your favorite caregiver with a contribution to our Nursing Fund.
7. Give to support clinical research in our new Cancer Center Translational Research Unit. Or make a gift to support research in spinal cord injury, neurosciences, transplant or cardiac care.
8. Keep our staff on the leading edge of medical care with a gift to support research and education.
9. Help us build our planned SIM Center (Simulation Learning Center) by making a gift to support its creation.
10. Contribute to Froedtert Hospital’s Family Center or Chaplaincy Program, so we can support patients and their families who are in crisis.

Whatever you chose, you will make a difference because at Froedtert Hospital, the best care begins with you.

To make a donation or learn more, visit us at froedterthospitalfoundation.org.