Funds raised by the Froedtert Hospital Foundation support programs above and beyond what our budget allows. Like the donors featured inside this report, you can make a difference, too. Here are some ideas:

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<tbody>
<tr>
<td>1.</td>
<td>Support the Froedtert Hospital Foundation by making an annual gift, each and every year.</td>
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<tr>
<td>2.</td>
<td>Join our Signature Society by remembering the Froedtert Hospital Foundation in your will or through designating a portion of your life insurance.</td>
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<td>3.</td>
<td>Pay tribute to someone special through a brick or paver in the Mortenson Construction Healing Plaza.</td>
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<td>4.</td>
<td>Sponsor a golf hole at the Froedtert &amp; The Medical College of Wisconsin Desert Classic – March 1, 2014.</td>
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<td>5.</td>
<td>Watch Froedtert Hospital grow and make a gift to build the new Center for Advanced Care.</td>
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<td>6.</td>
<td>Support patients in difficult financial circumstances, and give to Froedtert Hospital’s Indigent Care Fund.</td>
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<td>7.</td>
<td>Honor your favorite nurse or nursing team with a contribution to our Nursing Fund. If you tell us who they are, we’ll let them know about your generosity.</td>
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<tr>
<td>8.</td>
<td>Give to support clinical cancer research in the Nicholas Family Translational Research Unit.</td>
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<td>9.</td>
<td>Keep our staff on the leading edge of medical education with a gift to our Simulated Learning Center (SIM).</td>
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<tr>
<td>10.</td>
<td>Contribute to the Froedtert Hospital program that means the most to you and your family.</td>
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Whatever you chose, you will make a difference because at Froedtert Hospital – the best care begins with you.

To learn more about these and many other giving options, visit us at froedterthospitalfoundation.org.

Please join us and make your gift now. Visit froedterthospitalfoundation.org and click on the “Donate Now” button to make your mark at Froedtert Hospital.
This report shows the impact that donor support has had on Froedtert Hospital. Here you’ll find stories of patients and supporters, staff and community members, who have been impacted by the life-saving care received at Froedtert Hospital.

Read the story of Jan Lennon, a dedicated community volunteer and Froedtert supporter who became a patient at Froedtert and later chose to generously make a planned gift to show her support and honor the journey of a family member.

You’ll hear about how the future of one family has been forever changed by the support of our Child Life Program – a little program with a big heart.

Every year, our donors gather to raise funds through community fundraisers. Our feature story this year showcases Nicole’s Next Step and a lesson on how we can all have an impact no matter our age.

Also included – some thoughts from a family that generously supported a translational research program that provides potentially lifesaving treatments for patients with no other options.

This year we are trying something new. Our report is online with interactive stories, donor lists, and links to Froedtert’s website. If you’re reading this in the paper version, please visit us online to see our donor lists. You’ll find the links at the bottom of each page.

The cover of this report says it all – a simple “Thank You” with a grateful handshake. At the close of another successful year, all of us at Froedtert Hospital say thank you for all you do for Froedtert and our patients.

Nora Sale
Vice President and Executive Director
Froedtert Hospital Foundation

A more extensive version of our Thank You Report can be found online at Froedtert.com/thankyou.
Healthcare is a fast moving field. Change has become the new normal. That’s true at Froedtert as well and I have some exciting new changes to tell you about this year.

It’s a time of transition for the Froedtert Hospital Foundation. Earlier this year, Froedtert Health and the Medical College of Wisconsin made the strategic decision to begin plans to integrate their fundraising operations to better serve our donors and the community. We launched a national search for an individual to lead this effort. I am pleased to share with you that we selected Alice G. Archabal to be our new Chief Development Officer for the Froedtert Hospital Foundation and the Medical College of Wisconsin. Alice comes to us most recently from the Ann and Robert H. Lurie Children’s Hospital of Chicago Foundation where she served as Senior Vice President/Chief Operating Officer. She has a wealth of knowledge and is an accomplished leader with extensive experience in healthcare fundraising. She will provide leadership for the development activities of the Medical College of Wisconsin and Froedtert Hospital, overseeing the operations of the MCW Office of Development, MCW Alumni Relations, and the Froedtert Hospital Foundation. Alice is developing plans for strategic funding initiatives on our campus.

You only need to drive onto our campus to see that there are many other new things happening at Froedtert as well.

The Translational Research Unit (TRU) in the Froedtert & The Medical College of Wisconsin Clinical Cancer Center opens this fall. The TRU will provide early phase clinical trials of groundbreaking research, offering hope to patients who have no other treatment options. Last year, a generous family stepped up to make a gift to the TRU. Later in this report, you’ll read the story of the Nicholas Family Foundation and their support of the newly named Nicholas Family Foundation Translational Research Unit.

We’ve recently broken ground on the new Center for Advanced Care (CFAC). The CFAC will allow expansion of clinical space and key service clinics to better serve our patients while increasing efficiency and care coordination.

The CFAC is a capstone project, the completion of an 18-year plan that began in 1995 when Froedtert Hospital purchased Doyne Hospital and will finally fully connect the buildings that make up the Froedtert campus. The building will house the Heart and Vascular Center, the Transplant Center and will serve as the front door for all surgical and interventional services.

Froedtert Hospital was founded on philanthropy – through a generous gift from Milwaukee industrialist Kurtis A. Froedtert. Donors to the Froedtert Hospital Foundation provide critical support to these projects and many others. Thank you for your support of our mission to provide exceptional care enhanced by innovation and discovery while teaching the next generation of health care professionals.
At Froedtert Hospital, our dedicated staff takes a tremendous amount of pride in providing patients with exceptional care, every patient, every time. They also show their pride when it comes to supporting the Froedtert Hospital Foundation.

Every January, the Froedtert Hospital Foundation kicks off the Staff Giving Campaign, offering the opportunity for staff to make a charitable contribution to the hospital program of their choice. This year, over $109,000 was raised from our devoted staff. They chose to share their own charitable dollars to benefit patient care, education, clinical and nursing research, right where they work. They know the funds are essential in providing support for their own departments above and beyond the budget.

We are proud to recognize those staff members who participated in the 2013 Staff Campaign. You might just say we take pride in them!

A complete list of 2012/2013 Staff Donors can be found at Froedtert.com/thankyou.
And if you are a patient who has run out of treatment options, finding an appropriate trial can make a lifesaving difference.

The Nicholas family of Mequon, wanted to make a difference for patients in this situation. Inspired by the vision of providing access to phase I clinical trials of cancer treatments, they made a remarkable $1 million dollar gift from the Nicholas Family Foundation. The gift is the first from the Nicholas Family Foundation to Froedtert and is destined for the new Translational Research Unit (TRU) in the Clinical Cancer Center.

According to James Thomas, MD, PhD, Medical College of Wisconsin hematologist/oncologist, the new Translational Research Unit will be one of only a few in the nation with the capability of conducting early phase clinical trials in a dedicated space with experienced research staff.

"Translational research long has been a cornerstone of medical progress," Thomas said. "Phase I and phase II clinical trials help doctors understand how a new drug or new treatment approach works within a patient population. They can mean lifesaving alternatives for patients with recurrent disease who may have no other treatment options."

Froedtert & The Medical College conducts trials in all clinical research phases, ranging from phase I through phase IV and encompassing the exploration of both drugs and devices. Translational research occurs during phase I and phase II clinical trials in which tests are conducted among small patient groups to help physicians better understand how new treatments affect patients.

To recognize their generous spirit, the TRU will be named The Nicholas Family Translational Research Unit. “We are thrilled to play a role in bringing this valuable resource to the community,” said Lynn Nicholas, president of the Nicholas Family Foundation. “Cancer researchers at Froedtert & The Medical College are world leaders in identifying breakthrough advances in cancer treatment. Cancer touches so many families, and the translational research unit will bring hope to countless people in our community and beyond.”

The donation is the result of Froedtert teamwork. It began with a connection by Foundation board member, Tom Smallwood and the Nicholas family. Later, Dr. Thomas shared the Cancer Center story and a tour was arranged. The gift was made a few weeks later.

The Nicholas family gift contributes to a $5 million goal established by the Froedtert Hospital Foundation to support Froedtert & The Medical College translational research endeavors. Approximately $3.5 million has been raised to date.

The Nicholas Family Translational Research Unit will have six dedicated research bays, with the ability to add more as needed. It will be located in the Day Hospital, a state-of-the-art chemotherapy and infusion facility in the Froedtert & The Medical College Clinical Cancer Center. It will include a nursing station, a laboratory for processing research samples and specialized work spaces for research nurses, pharmacists and other staff.

More important than the statistics, it will provide lifesaving options – and hope – for our patients.

A complete list of 2013 Named Funds can be found at Froedtert.com/thankyou.
Because of the generosity of donors to the Froedtert Hospital Foundation, patients and families at Froedtert & The Medical College of Wisconsin have access to a certified child life specialist, a child development expert who helps children cope with the stress of an adult’s illness or injury.

One family learned firsthand how important those donations are.

Laura Leszczynski’s family was rallying support for Laura’s brother and his wife, Paul and Suzy Bova, when Suzy was diagnosed with cancer. As part of the routine run-down of services offered, the family was introduced to the Child Life Services (CLS) program but they didn’t think they would need it.

“Immediately, I did everything I could to reach out to Lois Pearson and Sue Berg in the CLS program. Sue came to our rescue. She calmed us down and told us what to say and do. She gave us specific, real instructions – encouraging us to let the kids talk. Sue had a huge activity bag filled with books to read, dolls to decorate, blank journals to write in, and more. Both of the kids and their mother made keepsakes that our family will have forever.”

One of the most frightening and difficult-to-understand events in the life of a child is when a parent or other close family member is unexpectedly hospitalized or treated for a terminal illness. It can also be hard for the adult or other family members to know what to say to the child. In these situations, a Certified Child Life Specialist (CCLS) can help. A child life specialist is a certified professional who uses developmental, educational, and therapeutic interventions to help children cope with illness and hospitalization.

Child life specialists are common in pediatric hospitals, but rarely available in adult facilities. At Froedtert Hospital the program provides children with support during an adult’s hospital stay and is one of the first of its kind housed in an adult hospital in the Milwaukee area.

The program is supported by donors to the Froedtert Hospital Foundation and illustrates the direct impact that donations can have on the lives of our patients and their families. Laura says, “The CLS program was the difference between us collapsing and being strong...
One family learned firsthand how important those donations are. Laura Leszczynski's family was rallying support for Laura's brother and his wife, Paul and Suzy Bova, when Suzy was diagnosed with cancer. As part of the routine rundown of services offered, the family was introduced to the Child Life Services (CLS) program but they didn't think they would need it.

One afternoon, Suzy's situation changed quickly and the family was told that she would not survive the night. Laura's thoughts immediately went to Paul and Suzy's young children, Sarah and Jake. Laura says, “I panicked. All I could think about was how do we tell their kids the 'right' way? How do we tell them their Mom is going to heaven?”

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Because insurance does not cover child life services, support from donors is all the more important. Laura offers her gratitude. “Thank you to the supporters of the Froedtert Hospital Foundation. I believe your generosity made a difference in our lives, helping us start a healthy grieving and mourning.”

As long-time community partners, the SURG Restaurant Group has contributed to many charities through their foundation.

On May 22, SURG Restaurant Group held a benefit that launched a new fund at the Froedtert Hospital Foundation. The SURG Restaurant Group Fund for Children, was created to help the children of Froedtert patients in time of crisis.

Funds will be used to support children touched by crisis. Grants will include: support for children served through Froedtert’s Child Life Program; families who are part of our Pathways to Parenthood program; children who receive radiation oncology treatment at Froedtert Hospital; and those who’ve witnessed trauma or are waiting for news about loved ones in the Hospital’s Family Center. The fund also may be used to support the education of staff working with children at the hospital as well as for the purchase of toys, videos, games, and other needs for children in emergency rooms or waiting rooms at Froedtert.

Whether it is to provide a hand to hold or a simple stuffed toy for a child to snuggle in an emergency room, the SURG Restaurant Group Fund for Children will provide comfort to the littlest victims of tragedy in their time of greatest need.

A complete list of 2013 fundraising organizations, friends and community groups can be found at Froedtert.com/thankyou.
Nicole’s spinal cord injury made her unable to walk and perform other basic functions. She began treatment – including a stay at Froedtert and The Medical College of Wisconsin's Spinal Cord Injury Center. Despite her injury, Nicole has remained determined and has worked extremely hard on her recovery.

She’s inspired family and friends, especially her cousin, Erynn Lewis. Erynn wanted to help. She wanted to do something to give back to Nicole and others in her situation. After considering her options, Nicole’s Next Step was born – a fundraiser that benefited Nicole and the Spinal Cord Injury Center at Froedtert Hospital. The event, held at Root River Center in June, was a family fun day, filled with friends, music, games, raffles, and a bake sale.

Community fundraisers (sometimes also referred to as third party fundraisers) are organized by groups or individuals and are always a welcome addition to Froedtert’s fundraising efforts. Like Nicole’s Next Step, they are often inspired by an individual who has received care at Froedtert and usually benefit the program that cared for the patient.

When Erynn presented the idea to her family, they rallied their support, providing advice, soliciting donations, and organizing the event. But they only provided assistance. Erynn’s father, David Lewis, was quick to point out that this was Erynn’s show. Like the other young woman who inspired the fundraiser, Erynn stepped up and led the way. Pretty impressive for a young high school student.

The event was a great success and more than that, it was a tribute to a courageous young woman, her devoted family and friends, and the care she’s received at Froedtert Hospital.

Although what Erynn accomplished was impressive, she’s quick to point out that it was really all about Nicole. “She would like for everyone to know to NEVER give up, no matter what your goal may be.” As for her, Erynn says, “My personal hope is to see my cousin walk again someday and my goal is for Nicole and others like her to reach their dreams.”

On the day of the accident, Nicole Johnson’s life changed forever. A bright high school student and talented volleyball player was enjoying a summer day when she was involved in a paralyzing motorcycle accident.
Jan Lennon had volunteered for years with cancer research and support organizations. But her own breast cancer diagnosis was a surprise. It was an aggressive strain. Standard treatments just wouldn’t be enough. She needed more. She needed the best.

So she turned to Froedtert & The Medical College of Wisconsin’s Clinical Cancer Center. As a Froedtert patient, Jan joined a clinical trial. With access to advanced and unconventional treatments, she found an advantage over her aggressor. A diagnosis that could have easily ended in tragedy was stopped short. And Jan became a survivor.

Not just a patient at Froedtert, Jan is a dedicated long-time volunteer for the Medical College of Wisconsin and Froedtert Hospital. Her late husband, Dr. Edward J. Lennon served as Dean and President of the Medical College of Wisconsin so she knew first-hand about the amazing care that Froedtert patients receive. She didn’t think twice when it was her turn to be a patient. She chose Froedtert.

Because Jan believes in “walking the talk” she is a generous annual contributor to the Froedtert Hospital Foundation. She is a member of the Froedtert Hospital Foundation board of directors and was a key member of the committee that organized Heritage and Hope, a gala fundraising event celebrating the 30th Anniversary of Froedtert Hospital. When Froedtert needs a volunteer, her hand shoots up, every time.

It’s not just Froedtert that benefits from her generosity of spirit. She’s done so much for our community that she’s being honored with the 2013 Todd Wehr Volunteer Award from The Association of Fundraising Professionals of Southeastern Wisconsin. “I believe anyone accepting the privilege of serving on a board also needs to support that organization as a donor and as a knowledgeable advocate.”

Given all of this, it’s probably not a surprise that Jan would take her financial contributions to the next level. Demonstrating her commitment to Froedtert now and for the future, Jan has made a planned gift – a pledge to support Froedtert through her estate.

Moved by the experiences of her niece, the gift will establish Sharry’s Fund to support neurosciences for clinical research related to multiple sclerosis. Jan intends for the fund to “honor Sharon’s courage, determination, and grace in facing a disease that has robbed her of the most basic freedoms of movement and speech so many of us take for granted.”

Jan’s estate gift is through a designation of an IRA – a smart way to make a planned gift. Her pledge makes her a member of our Signature Society, a group of supporters who have expressed their intention to include the Froedtert Hospital Foundation in their estate plans. She hopes that it will inspire others to fund research efforts. It’s how she does things. Challenging herself and others to support and give back. And that she has done – given back to the place that provided support and care when she needed it most.

A complete list of 2013 Signature Society members can be found at Froedtert.com/thankyou.
With the help of our generous golfers and sponsors, a record net profit was posted at the 19th Annual Froedtert & The Medical College of Wisconsin Desert Classic. Over $157,000 was raised to benefit patient programs and services in Froedtert & The Medical College of Wisconsin’s Clinical Cancer Center.

Generously sponsored by Irgens, the event included 76 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 made a stop at the ever popular fresh margarita and hand-rolled cigar hut.

A reception followed, featuring a hospital update from Cathy Buck, President of Froedtert Hospital. Awards were given, including the golfer favorite, recognition for the last place team finish. The lucky recipients received lab coats, so they could “research” their way to a better score next year!

The real “you should’ve been there” moment? The Staff Electric foursome, dressed in kilts.

The annual Desert Classic has raised more than $1.6 million in 19 years. Mark your calendars now for the 20th annual event, planned for Saturday, March 1, 2014. We will return to Gainey Ranch and promise to keep the fun and momentum going for this milestone event.

For more information, contact Julie Idzikowski at 414-805-2933 or Julie.Idzikowski@froedtert.com

A complete list of 2013 Desert Classic sponsors, donors and participants can be found at Froedtert.com/thankyou.
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President’s Advisory Council

The President’s Advisory Council is a group of interested business leaders and volunteers for Froedtert Hospital. They meet quarterly to discuss advancements in care at Froedtert Hospital and issues in health care in our community. Members serve as advisors, volunteers, and donors.

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