To make your charitable contribution.
You Help Make More Possible

Dear Friends,

The Froedtert Hospital Foundation Thank You Report is our annual opportunity to express gratitude for the generous donors to the Froedtert Hospital Foundation. This report not only offers thanks, it provides a small glimpse into some of the ways those generous donations have impacted lives of the patients and staff of Froedtert & the Medical College of Wisconsin.

This year, you’ll read about a new and innovative community program, Optimize, designed to help those with road traffic impairment and early stage dementia. Funded through the generosity of our donors, a family, moved by their experience with the physicians and staff in the Clinical Cancer Center, told us why they decided to use a planned gift to say thank you.

Finally, we’ll share a story of how a gift can impact our community.

In the last year, Froedtert & the Medical College of Wisconsin has continued to build upon a strong culture of philanthropy. Donors like you play a critical role in helping us continue to deliver on our mission to provide world-class patient care, break through research, and serve the next generation of healthcare professionals.

One of our key priorities is the Simulation Center (SimCenter) at Froedtert Hospital. The SimCenter is a new approach to physician and health professional education, which provides hands-on learning in a computer or device that emulates a real patient or part of the human body. The SimCenter is capable of interacting with the learner and ultimately helps Froedtert providers deliver safe, effective, and affordable care.

Our work in philanthropy focuses on bringing our donors to the programs that mean the most to them. Whether it’s patient care, community outreach programs, clinical and scientific research, or medical education, we’re here to connect the programs and people most important to you.

This fall, I stood before a group of supporters at our first joint Froedtert & the Medical College of Wisconsin Donor Recognition Event. The event was a remarkable chance to hear from leaders from both Froedtert and MCV and to give thanks. As I reflect on my first year and look forward to the year ahead, I remain grateful for the enthusiasm, passion, and commitment of our donors, volunteers, board members, and staff. We are grateful for everything they do for Froedtert & the Medical College of Wisconsin. Thank you.

Alice Archabal
Chief Development Officer & Vice President – Institutional Advancement
Froedtert & the Medical College of Wisconsin

FROM THE PRESIDENT

Dear Friends,

Froedtert Health combines with the Medical College of Wisconsin to form eastern Wisconsin’s only academic medical center. Combining the best of both worlds, we deliver innovative clinical care, education, and research.

We know that our combined power multiplies the strengths of both organizations, benefiting the patients and communities that we serve. Recently, we imagined what it could be possible if we did the same with our philanthropic programs and explored the alignment of Froedtert Hospital Foundation and the Medical College of Wisconsin advancement programs.

When we asked our donors what they thought, they were also excited by the vision. They told us that they want a comprehensive, focused fundraising plan that connects the programs that they care about with the needs of both Froedtert and the Medical College. Now, we’ve done just that. This year we launched a new joint fundraising strategy for Froedtert & the Medical College of Wisconsin.

The donor community has generously responded to this vision. They have enthusiastically supported advanced patient care, scientific research, biomedical education, and community engagement. We’ve aligned the clinical and academic priorities to demonstrate how you can make the greatest impact with your philanthropy.

The result? It’s been amazing! In fiscal year 2014, Froedtert & MCV secured more than $38.5 million in philanthropic support. Donors provided critical support for a wide variety of programs including: allowing patient care, groundbreaking clinical and scientific research, and innovative medical education. These contributions are essential in today’s health care landscape where every additional enhancement to our programs makes a difference to our patients. They have proven that philanthropy makes a difference.

Together, we are turning “what if’s” into what is possible. Thank you for your generous support.

Cathy Bauder, ARN, RN
President
Froedtert Hospital
Major Gifts

The Froedtert Cancer Center has long been a leader in translational research. Grants, such as those by Robert and Nancy Sobczak, have funded many of the nation’s leading cancer research projects. Drs. Williams and Berger will continue their efforts to better understand the molecular mechanisms that cause breast cancer.

Cancerfully, that data will accelerate the development of new treatments for breast cancer patients. “The Harriet and Melvin Detherage Center of the Medical College of Wisconsin is a powerful tool that we hope to use,” Dr. Berger said.

“The generous support of Robert and Nancy Sobczak is essential for continued progress in breast cancer research. The Sobczaks understand that these studies bring enormous value to women and every person touched by this disease. Together, we will build a collaborative research center that will seek to beat breast cancer,“ said Dr. Berger.

“I am looking forward to working with Robert and Nancy Sobczak to develop a comprehensive breast cancer research program that will help improve outcomes for breast cancer patients,” Dr. Berger added.

Froedtert’s goal at the clinic is not only to provide comprehensive care, but to be a strong partner in the community’s fight against breast cancer. The clinic will work to help people understand their risk for breast cancer and how to reduce that risk.

Froedtert opened its Adult Sickle Cell Clinic in 2011, just a year after the clinic in Racine where Nancy and Vivian worked. Nancy was one of so many women, one might say a city full of women, who died from breast cancer. Let’s find a cure for this terrible disease.

In honor of the Sobczaks, who have made a significant gift to the Froedtert & the Medical College of Wisconsin’s Clinical Cancer Center, the clinic will be named in their honor, the Robert and Nancy Sobczak Adult Sickle Cell Clinic.

To learn more about support cancer research and visit Froedtert & MCW, visit Froedtert.com/cancer.

20th Desert Classic

With the help of our generous sponsors, a record net profit was posted at the 20th Annual Froedtert & the Medical College of Wisconsin Desert Classic. Over $100,000 was raised at the event, bringing the total to over $6.5 million to benefit patient programs and services in Froedtert & the Medical College of Wisconsin’s Clinical Cancer Center.

2014 Signature Society

A complete list of 2014 Signature Society members can be found at Froedtert.com/thankyou.

Sickle Cell Disease Transition Program

The transition period from pediatric to adult care can be difficult, even without the added circumstances of living with sickle cell disease. When you are a teenager with a chronic illness, it can be even harder. A new program funded by the Froedtert & the Medical College of Wisconsin’s Froedtert & the Medical College Foundation is helping to make this transition smoother and more enjoyable for patients.

The Young Adults with Sickle Cell Disease Transition Program was created in partnership with the Froedtert & the Medical College Foundation, the program targets adolescent sickle cell disease patients transitioning from childhood care to adult care.

Through the program, patients will receive education and support to help them transition smoothly to adult care.

Sickle cell disease is a genetic disorder that affects the red blood cells in the body. It can cause pain, damage to major organs, and sometimes death.

Early Sickle Cell Disease detection through routine screening, antibiotic therapy, and improvement in transition therapy has resulted in increased life expectancy.

20th Desert Classic

The 20th Annual Froedtert & the Medical College of Wisconsin Desert Classic was held at the Arizona National Golf Club in Scottsdale, Arizona. Sponsors included the Desert Classic and the Maricopa McDowell mountain range.

A complete list of 2014 Desert Classic sponsors, donors, and participants can be found at Froedtert.com/thankyou.

A Tribute to Dean Roe

In addition to the many contributions to Froedtert Hospital, Dean Roe was the driving force behind the Froedtert & the Medical College of Wisconsin Desert Classic. Since its first year in 2002, Desert Classic has raised over $100 million, given over $1 million in scholarships, gathered thousands of supporters and told the story of Froedtert & the Mayo Clinic to the nation.

Roe passed away on May 24, 2014, surrounded by his family, at the age of 85.

To honor his life and achievements, a new scholarship was established at the Froedtert & the Medical College of Wisconsin Desert Classic. The scholarship is named the Dean Roe Memorial Scholarship.

The scholarship will be awarded to a student who has demonstrated excellence in academics and athletic achievement.

A complete list of 2014 Named Funds, which can be found at Froedtert.com/thankyou.

2014 Signature Society

A complete list of 2014 Signature Society members can be found at Froedtert.com/thankyou.
Sickle Cell Disease Transition Program

This Atlantic salmon to adulthood is a difficult task, even under the best of circumstances. When you are a teenager with a chronic, life-threatening disease, it can be even harder. A new program funded by Forest County Potawatomi Foundation hopes to be a bridge for some of our patients. The Young Adults with Sickle Cell Disease Transition Program was created with a generous grant from Forest County Potawatomi. housed at the Froedtert Hospital, led by Alice Archabal, RN, the program targets adolescent sickle cell disease patients transitioning from their childhood treatment programs at Children’s Hospital of Wisconsin to adult treatment at Froedtert Hospital.

Sickle Cell Disease (SCD) is a inherited disorder that predominantly affects African Americans. It causes severe pain and damage to major organs. Formerly, transition was not a concern because many children did not live past adolescence. However, early detection through screening, antibiotic therapy, and improved pain management techniques has increased life expectancy. This means more adolescents with SCD are now faced with the challenges of moving into adult care.

Early Sickle Cell Disease detection through routine screening, antibiotic therapy, and improvement in transition therapy has resulted in increased life expectancies. Patients who begin treatment while still in the hospital are more likely to remain in treatment. A comprehensive approach to treatment helps to improve outcomes and reduce hospitalization.

Froedtert Hospital and the Medical College of Wisconsin’s Sickle Cell Disease Program is designed to help children with SCD and their families make a smooth transition from pediatric to adult care.

COMMUNITY IMPACT

Shifting our paradigm to adult care can be difficult for some patients. Patients without tools to sell self, sell self on to the Emergency Department, how to manage their medications, and how to self-manage their disease. Froedtert’s goal at the clinic is not only to provide comprehensive care and treatment for sickle cell disease, but also to guide, support, and help teens transition smoothly to adult care.

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Froedtert Hospital opened its Adult Sickle Cell Clinic in 2011, one of the few in the country that treats adults with SCD. Children’s Hospital of Wisconsin’s companionship system will continue to serve children with SCD. The program was structured to be inclusive of all patients with SCD, regardless of age. The program includes learning how to self-manage, social interaction, mental stimulation and physical activity.

Majors Gifts

The Clinical Cancer Center has long been a leader in translational research. With the National Institutes of Health, the National Cancer Institute, and the National Cancer Foundation, we have been able to attract research funds that have helped support our research efforts. C. David Williams, President and CEO of the Medical College of Wisconsin, was appointed as Chair of the National Board of Directors of the American Cancer Society. He will serve a two-year term, beginning in 2015, and his responsibilities will include fundraising and policy work for the College.

The Medical College of Wisconsin has received a $10 million grant from the National Institutes of Health to support its efforts in cancer research. The grant, which is the largest ever awarded to the College, will support the work of the Cancer Center and its associated laboratories.

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Sickle Cell Disease Transition Program

With ages in their 20s and 30s, adults with SCD face additional challenges as they transition to adult care. Patients have learned to self-care, rely on the Emergency Department sparingly, and know that sudden complications are much rarer. Froedtert’s adult blood and bone marrow program at the Clinical Cancer Center is geared toward adults, including learning how to self-manage care. "We’ve seen an increased number of adults who are showing up for care as adults," said Dr. Charles Rosen, director of the Adult Sickle Cell Clinic. "The goal of the clinic is not only to improve care for patients who are not in the hospital, but also to guide, support and help them transition smoothly to adult care.

Froedtert opened an Adult Sickle Cell Clinic in 2011, one of the first in the country that treats adults with SCD. Children’s Hospital of Wisconsin and Froedtert & the Medical College of Wisconsin have teamed up to provide this program, which allows patients to continue receiving care at both institutions.

A comprehensive list of 2014 Signature Society members can be found at Froedtert.com/thankyou.

A Tribute to Dean Roe

In addition to its many contributions to Froedtert Hospital, Dean Roe was the driving force behind the Froedtert & the Medical College of Wisconsin Desert Classic. Since its first year in 2000, the event has raised more than $11 million for the hospital, provided significant exposure for the then-new Froedtert Hospital, and contributed to the city’s growing reputation as a destination for a world-class event.

In 2001, Roe served 23 years as the first president and CEO of the Froedtert & the Medical College of Wisconsin Foundation.

A complete list of 2014 Desert Classic sponsors, donors and participants can be found at Froedtert.com/thankyou.

Major Gifts

The Clinical Cancer Center has long been a leader in translational research. Projects such as the Adult Sickle Cell Clinic, a multidisciplinary research project, Drs. Williams and Bergom continue their efforts to better understand the molecular mechanisms of the disease. Carefully analyzed, that data will accelerate the development of treatments for SCD patients. The Levine and Mabonell Gallant Center of the Medical College of Wisconsin is a powerful tool we hope to use," said Dr. Bergom.

"With so many more old [translational] studies that the genes involved expressed within a tumor and the newest genetic markers, we know that the powerful tool, we’ll work in a collaborative way. It’s our cutting-edge research to find targets with significant implications in treating breast cancer." An award for outstanding service to cancer patients from the American Cancer Society. It also has been named as one of the top cancer centers in the nation by U.S. News & World Report.

"I am looking forward to continuing my work with the Levine and Mabonell Gallant Center of the Medical College of Wisconsin. I am a breast cancer researcher, and I want to continue to work on treatments for breast cancer patients." Dr. Williams, a leading researcher in the field of breast cancer, said that "with so many old [translational] studies that the genes involved expressed within a tumor and the newest genetic markers, we know that the powerful tool, we’ll work in a collaborative way. It’s our cutting-edge research to find targets with significant implications in treating breast cancer."

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"My clinical experience treating breast cancer patients informs the research topics we’re studying," said Dr. Bergom. "I feel that my clinical experience treating breast cancer patients informs the research topics we’re studying."

"We are excited to be at this new venue and on the well-known golf course, designed by notable golf architect, Jason Stroud. For more information, contact Julie Idzikowski at 414-805-2003 or Julie.Idzikowski@froedtert.com.

COMMUNITY IMPACT

With Aging Comes New Alternatives

The program is funded by generous donors to Froedtert & the Medical College of Wisconsin. Since its first year in 2000, the event has raised more than $11 million for the hospital, provided significant exposure for the then-new Froedtert Hospital, and contributed to the city’s growing reputation as a destination for a world-class event.

The program was developed by dedicated cancer care consultants and educators Ken Cregger, MD, and Beth Moser, nurse. "We want to provide a supportive environment where people can learn about breast cancer and its treatments and research into the aftereffects of treatment." The Goldammers found these two gifts to be especially supportive in their efforts there. They wanted to help improve the quality of life for people who are affected by breast cancer.

The program will continue to be a major component of the Goldammers’ philanthropy. "It’s a powerful tool we hope to use," said Dr. Bergom. "With so many more old [translational] studies that the genes involved expressed within a tumor and the newest genetic markers, we know that the powerful tool, we’ll work in a collaborative way. It’s our cutting-edge research to find targets with significant implications in treating breast cancer."

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A complete list of 2014 Desert Classic sponsors, donors and participants can be found at Froedtert.com/thankyou.

CONTRACTORS OF THE DESERT CLASSIC

With the help of our generous sponsors, a record net profit was posted at the 20th Annual Desert Classic and the Medical College of Wisconsin Desert Classic Convenors. Over $100,000 was raised at the event, bringing live golf back to Palm Springs with more than 3.8 million, all to benefit patient programs and services in Froedtert & the Medical College of Wisconsin’s Clinical Cancer Center.

COMMUNITY IMPACT

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