



# 2019 IMPACT REPORT

## A MARVEL OF NEUROSURGERY RESEARCH

Lucas Lindner's life was forever changed when his truck hit a deer early one Sunday morning and veered off the road. The accident severely injured his spinal cord and left him paralyzed from the neck down. But after a pioneering stem cell surgery, Lucas has regained the use of his hands and arms — and he was even able to throw the first pitch at a Milwaukee Brewers baseball game.

The innovative surgery, performed by Shekar N. Kurpad, MD, PhD, interim chair of neurosurgery, professor of neurosurgery and director of Froedtert & the Medical College of Wisconsin's spinal cord injury program, showed the power of gifts to the Froedtert Hospital Foundation.

The foundation supports neurosciences research and clinical advancements. The Froedtert & MCW Neurosciences Center is an international leader in the diagnosis and treatment of complex disorders of the spine, brain, and muscle systems. The recently established Center for Neurotrauma Research builds on that tradition of innovation by focusing on developing new and better treatments for patients with spinal cord and brain injuries—ultimately changing lives for more people like Lucas.

**Hope** to  
**Health**

The Campaign for the Medical College  
of Wisconsin and Froedtert Hospital

## A MESSAGE FROM THE CHAIR

Dear Friends,



I am pleased to present the Froedtert Hospital Foundation's 2019 Impact Report. On behalf of our Board of Directors and the leadership of Froedtert Hospital, I want to thank you for your generosity as we seek to provide patients and families with access to outstanding, compassionate clinical care.

In this report, you will find inspiring stories about the impact philanthropy is having on our mission. Expanding that impact on behalf of our community is why we launched Hope to Health, the Campaign for the Medical College of Wisconsin and Froedtert Hospital. This is an unprecedented philanthropic initiative to support our commitment to building healthy and thriving communities.

We already take on the toughest cases in medicine. Our approach—powered by the knowledge and experience of leading researchers, clinicians and professional care teams—gives our patients access to the latest and most effective treatment options. This is more than simply treating the patients who walk through our door. We're challenging existing models of care with new ideas—from basic science, to clinical trials, to public policy changes.

But we have much more to do. The Campaign for MCW and Froedtert Hospital addresses our most urgent priorities:

- Accelerating Research and Advancing Patient Care
- Driving Health and Vitality with Our Community
- Transforming Healthcare Education
- Leading the Way in Cancer Research and Care

In seeking to fulfill our priorities, Froedtert Hospital leaders have put a deliberate focus on three advancement areas:

- Emerging Technology—Obtain patient care equipment/robotics and an advanced IT analytics platform
- Workforce Development—Train the future workforce, fund graduate medical education, and complete strategic recruitments
- Research Strategic Plan—Accelerate clinical trials and precision medicine tailored to individuals

As always, we are grateful for your support.

David Marcus  
Chair  
Froedtert Hospital Foundation Board

**Hope to Health**

The Campaign for the Medical College  
of Wisconsin and Froedtert Hospital



## NEW KATHY'S HOUSE WILL SERVE MORE PATIENTS AND FAMILIES

*“From a patient’s perspective, being at a place where others are going through similar experiences, where people understand what you’re going through, makes a difference.”*

A serious illness is taxing enough without the burden of long hospital commutes and expensive hotel stays. Thankfully, Kathy’s House offers a home away from home for more than 1,500 guests a year who are patients or family of patients being treated at Milwaukee-area hospitals.

“More than 40 percent of guests report they or their loved one would be unable to get critical, often lifesaving treatment without Kathy’s House,” notes Patty Metropulos, the president and CEO of Kathy’s House.

However, space isn’t always available, and Kathy’s House had to turn away 600 people last year. Helping to change that are generous donors who have stepped up to fund construction of a new building that will double the number of guest rooms from 18 to 36.

For nearly two decades, Kathy’s House has operated out of a leased building at the St. Camillus retirement community in Wauwatosa. The new location—housed on the Froedtert & MCW Froedtert Hospital campus—will be even more convenient for Kathy’s House guests, the majority of whom are being treated for cancer or are relatives of patients with cancer. Guests donate what they can to help cover their stay, but donations are not required.

Kathy’s House is a tremendous resource for patients and their families, says Kate Sweeney, director for hematology and transplant services at the Froedtert & the Medical College of Wisconsin Clinical

Cancer Center. “Froedtert really draws from all of Wisconsin,” Sweeney remarks. “If you’re someone who needs to come in for regular treatments, it’s really hard if you’re driving four or five hours, so Kathy’s House has helped patients manage their care.”

In fact, Froedtert & MCW’s reputation attracts patients from other states and even abroad. Close proximity of Kathy’s House is especially helpful for blood or marrow transplant patients, who are expected to stay with a caregiver within a 30-minute drive of the hospital for up to 60 days after their transplant.

“Finances overall are a significant worry for cancer patients,” Sweeney notes, “and housing is one of the added burdens that Kathy’s House can really help with.”

That was the intent of the house’s namesake, Kathy Vogel Kuettner, who formed the idea while undergoing treatment for a rare form of cancer. She was particularly focused on out-of-town patients whose families couldn’t afford to join them during the difficult and lonely weeks of treatments. After she passed away in 2000 at age 39, Kathy’s parents led the effort to open the facility. Kathy’s House has since served more than 18,000 guests.

While Kathy’s House is a separate nonprofit organization, it has always had strong ties to Froedtert Hospital, where 91 percent of its guests are treated. Of the nearly \$10 million raised for the capital campaign so far, \$5.9 million came from

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## TURNING THE GIFT OF TIME INTO TREASURE

*Volunteers Have Become a Force with the Small Things that Add Up to Big Impact*



Sally Kamperschroer

*Proceeds raised by the Volunteers for patient support, community investment and education, and equipment purchases have piled up to more than \$3.5 million since 1981.*

“It’s time and treasure.” This often-used phrase describing the Froedtert Hospital Volunteers’ value is a pleasant reminder to look past the fundraising dollars for the true worth of this remarkable group.

Still, it’s hard to ignore the dollars. Proceeds raised by the Volunteers for patient support, community investment and education, and equipment purchases have piled up to more than \$3.5 million since 1981.

“No doubt, the financial gift is important,” says Barbara Albinia, now beginning her fourth year as director of Volunteer Services. “I don’t think you can put a value in dollars on the goodwill that these folks extend.”

Time and treasure. The time spent by more than 300 Volunteers annually, on average, improves the patient and family experience and that of physicians and staff at Froedtert. The treasure, says Albinia, comes “not only in a piece of tangible equipment or a capital improvement but also in the soft touches—a kind word, a spiritual moment, delivering a package to a patient room, or bringing a fun floral and balloon arrangement or our comfort dogs. We get a lot of mileage out of those wonderful dogs.”

Another contingent of volunteers soon to be putting miles on their feet around the hospital is a growing group of college students, many studying to be nurses, physicians, pharmacy techs, medical technicians, and other professionals connected to medicine. An influx of these student volunteers in recent years led Volunteer Services to create a specific program to accommodate busy college lives.

“Their school schedules change with each semester, so we wanted to find a way to help keep them committed and assign them areas that could change with their schedule,” says Albinia. “We want them to have a meaningful experience, and most of them want to connect with patients.”

Benefits from the student program are plentiful and not limited to the patients and their families. In many cases, students are fulfilling volunteer requirements or to bolster their resume.

### VOLUNTEER SERVICES BY THE NUMBERS IN FY2019



**43,554**

TOTAL HOURS  
OF SERVICE



**300**

ACTIVE  
VOLUNTEERS,  
ON AVERAGE,  
ON AND OFF  
CAMPUS



**1,211**

HANDCRAFTED  
ITEMS DONATED



**4,727**

PATIENT  
PACKAGES,  
PERSONAL  
MAIL AND  
DELIVERIES MADE  
TO PATIENTS



**1,369**

AVERAGE  
MONTHLY  
PATIENT, VISITOR,  
AND STAFF  
INTERACTIONS BY  
COMFORT DOGS



**492**

AVERAGE  
MONTHLY PATIENT  
INTERACTIONS  
BY SPIRITUAL  
SERVICES  
VOLUNTEERS



Gale Goeman, "Charity," Patricia Kilvinger



Jim Friauf



Mary Ann Mosley



Nicholas Pennington



Dee Berube (left), Bette Westphal

"We're becoming a pipeline for tomorrow's healthcare workforce," says Albinia, who makes sure to spotlight the other end of the spectrum—the loyalty of their longtime volunteers, three of whom have been volunteering at the hospital for more than 33 years. Many volunteers, along with committing time, create handmade items such as prayer shawls, quilts, Child Life Program dolls, and cancer care items.

The Volunteers' primary resource for support dollars is net proceeds from Bobbe's Gift Shoppe on 92nd Street. The shop inside Froedtert Hospital, supported by volunteers, is named in memory of longtime volunteer Bobbe Petasnick, the first wife of former Froedtert Hospital and Froedtert Health System president and CEO William Petasnick. Bobbe played a key role in making the shop a major source of funds given by the Volunteers.

Other fundraising sources include what Albinia calls "staff satisfaction sales, because the staff just loves them and we have a captive audience," she says, laughing. Those sales can include everything from nursing shoes to goodies from the Nutman Company to a specific group of items for \$6.

Those proceeds are then combined with the gift shop's proceeds and funneled to account

funds managed through the Froedtert Hospital Foundation. The three directed funds include general patient care and comfort, community health and educational scholarships, and capital equipment and building projects.

The Volunteers have always determined the specific use of their monetary gift. Froedtert Hospital's Capital Committee delivers a detailed list of needed items to Jyl Brentana, Director of Annual Giving for the Froedtert & Medical College of Wisconsin Office of Development. Brentana is joined by Albinia to go over the items before delivering the list to the Volunteer Services Advisory Council.

"Those on the Volunteer Services Advisory Council want to know how the investment differentiates Froedtert Hospital toward improving patient care and staff safety," says Albinia. "They ask questions like how many patients will this serve, who will benefit from this?"

"We can talk a lot about the proceeds from the gift shop," adds Albinia, "but I spend most of my time on the volunteers' contributions of service and personal time."

Time that turns to treasured goodwill and kindness.

## EXAMPLES OF GIFTS FROM THE VOLUNTEERS

- ▶ **Bluelight Cytoscopy** device to better detect bladder cancer
- ▶ **LUCAS Chest Compression System** for automated CPR
- ▶ **Indigo-Light technology** to blast bacteria in hospital rooms
- ▶ **Voluson Ultrasound System** for high-diagnostic reproductive medicine imaging
- ▶ **EBUS Ultrasound Bronchoscope** for minimally invasive diagnosis of lung cancer, infections, and other diseases
- ▶ **iPads** with the Froedtert Finder navigational app
- ▶ Patient activity cart supplies
- ▶ **Panda** infant warmers
- ▶ **Hospitality items** for patient support groups

## GRATEFUL FOR THEIR BLESSINGS, STEINBACHERS PAY IT FORWARD

Washington High School sweethearts Ed and Lorraine Steinbacher each had unique personalities when they married in June 1947—he was very outgoing, she a bit quieter. On the other hand, many things bound them together over the next 56 years, things such as their faith, caring deeply for people, and thankfulness for the blessings in their life.

Those principles served as the cornerstone of a significant planned gift benefiting both the Froedtert Hospital Foundation and the Medical College of Wisconsin. Their gift is changing lives by providing prostate cancer education and screening programs and colorectal cancer screening research.



“My parents were very frugal, very down-to-earth people,” says Karen. “They would much rather have had people over to their house than go out and spend lots of money on extravagant things.”

This gave them the capacity to create a charitable remainder trust benefiting a number of worthy charities after their passing—Ed in 2004 and Lorraine in 2015.

“It’s people, it’s a thankful heart, and recognizing blessings from God, looking for good places where God is enabling people to do good work,” notes Karen’s husband, Jon, who served as the fund’s trustee. “(Froedtert & MCW) is one place that has made a difference, and people gravitate to places that make a difference.”

Ed and Lorraine loved people. “My dad, in particular, was an extremely social person,” says Karen. “Jon always says that my dad was the one who could stop at a gas station and, by the time he got back in the car, tell you the whole life story of the guy at the pump next to him. He was that outgoing.”

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It was the social networking of the era that first connected Ed and Lorraine to Froedtert & MCW, beginning with Jack Hanus. Ed worked with Jack at United Parcel Service of Milwaukee as a driver and time study engineer. The two became lifelong friends. Ed later joined First Wisconsin Bank and ascended to a vice presidential position, while Jack became national auditing manager for UPS in New York before returning to Milwaukee after retirement.

Another connection to Froedtert & MCW was Tom Plantenberg, then the executive director of the Froedtert Hospital Foundation. Ed met him through Gyro International, a men’s friendship fraternity that met at spots around Milwaukee to share ideas and fun.

Jon and Karen note that Ed received great care at Froedtert Hospital and that Lorraine and Ed hoped to designate the remainder of their charitable trust to cancer research, since their family had been impacted by the disease.

The Steinbachers’ capacity to leave such a generous gift began with an investment of appreciated UPS stock received as company bonuses. That investment, made back in the 1950s, grew into the various trusts they created and, ultimately, the transformational gift for cancer screening and care.

“They knew their blessings came from the Lord and wanted to help out where they could,” says Karen. “They really felt that they needed to give back.”

## THE FROEDTERT HOSPITAL FOUNDATION: CHANGING LIVES

### We Energies Foundation Gift Boosts Cancer Therapy Pipeline

Cancer research and education got a powerful boost thanks to a recent gift from the We Energies Foundation. The gift provides \$275,000 for cancer clinical trials support and \$100,000 for continuing education for staff and faculty at the Froedtert & the Medical College of Wisconsin Clinical Cancer Center.

“The We Energies Foundation is committed to enhancing the well-being of the communities we serve,” says Beth Straka, Vice President of the We Energies Foundation and Senior Vice President of Corporate Communications and Investor Relations at WEC Energy Group. “It’s truly an honor to contribute to the Froedtert & MCW Clinical Cancer Center. The physical and emotional well-being of everyone in our communities is a measure of the health of those communities, and we hope this gift will make a difference.”

The We Energies gift supports the Cancer Center’s ability to test new treatments with patients through clinical trials and continuing education for physician scientists and staff. Together, MCW and Froedtert Hospital are pioneering the use of cancer therapy tailored to the patient in clinical trials, including the targeting of specific genetic cell mutations and abnormalities.

The We Energies Foundation provides grants to nonprofit organizations and community causes across Wisconsin, focusing its philanthropy on five areas: arts and culture, community and neighborhood development, education, environment, and health and human services. The foundation has generously supported various programs at Froedtert & MCW since the early 1980s.

*“The physical and emotional well-being of everyone in our communities is a measure of the health of those communities, and we hope this gift will make a difference.”*



### Smoothing the Pathway to Parenthood

Think of it as Parenting 101. The Pathway to Parenthood program at the Froedtert & the Medical College of Wisconsin Birth Center includes a series of classes covering topics such as breastfeeding, bathing a baby, changing a diaper, labor and delivery, keeping your infant safe, choosing a pediatrician, coping with life after a new baby, and much more. In addition to hands-on lessons in a simulated nursery, participating parents tour the Birth Center to help prepare for the big day.

Thanks to the generous support of donors to the Froedtert Hospital Foundation, the program is offered free of charge to expectant parents and offers an incentive program with baby monitors, strollers, clothing, and other new baby essentials. Over the past seven years, the program has expanded and has helped thousands of families make a smooth transition into parenthood. It’s just one way your donation helps make a difference in families’ lives.

## CRUSHING CANCER FOR ALL OF US

*You can still donate to this year's Cancer Crush through Dec. 31 at [mcw.edu/giving](http://mcw.edu/giving), and plan on participating in next year's event as we all continue crushing cancer, together.*



**C**lad in sneakers and gray T-shirts emblazoned with the colorful words “Help Science Crush Cancer,” more than 1,750 people hit the trails near the Medical College of Wisconsin campus on a brisk September morning for the second annual Cancer Crush. Running, walking, and pushing wheelchairs and strollers for a 1-mile and 5K walk/run through the Milwaukee County grounds, cancer survivors, physicians, nurses, scientists, and their family and friends rallied around a shared goal: changing the future of cancer research and care.

“It’s inspiring. People who work here feed off this energy,” Froedtert & the Medical College of Wisconsin oncologist John A. Charlson, MD, told a news crew before the September 28 event.

The 2019 Cancer Crush raised more than \$370,000 for cancer research and care at Froedtert & MCW. The funds help support research ranging from laboratory exploration of the cellular mechanisms that drive cancer to clinical trials that give patients access to leading-edge treatments.

More than one-third of Milwaukee County’s residents will develop cancer during their lifetime, and more than 11,000 Wisconsinites are expected to die from the disease this year. Those sobering statistics—as well as uplifting stories of survival—fuel researchers’ determination to find better cures.

One of the survivors who shared his story at the event was Tim Hoehnke, who survived leukemia as a teenager and then a brain tumor during college. The tumor returned a few years later, and he continues to undergo treatment, regularly wearing a cap-like device called Optune that targets cancer cells with alternating electric fields. “Here we are again to raise funds to better the treatments and better the quality of life,” Hoehnke told a news crew that day. “I’m living proof that what we’re doing is working because I’m a three-time survivor and I’m here talking.”

## DESERT CLASSIC PUTS THE HEAT ON CANCER

Dozens of golfers and baseball fans gathered in sunny Arizona in March for a good time and an even better cause: raising funds to support clinical research, patient care, and education programs in the Clinical Cancer Center at Froedtert & the Medical College of Wisconsin. The sold-out Desert Classic weekend raised more than \$130,000 thanks to the enthusiastic participation of 149 golfers and 151 guests at a Milwaukee Brewers professional baseball game.

Surrounded by breathtaking mountain vistas and the Sonoran Desert, nearly 40 golf foursomes engaged in a friendly competition at Talking Stick Golf Club, nestled in the Salt River Pima-Maricopa Indian Community in Scottsdale. The next day, guests tailgated and cheered on the Milwaukee Brewers in a spring training game against the Chicago Cubs.

Over the past 25 years, the Desert Classic has raised more than \$2.2 million to advance cancer research and care in key areas. A special thanks to our 2019 corporate sponsors:

**Co-Presenting Sponsors:** CannonDesign, Mortenson

**Eagle Sponsors:** CG Schmidt, Lincoln Financial

**Brewers Game & Tailgate Presenting Sponsor:** Zimmerman Architectural Studios

**Carts:** Uihlein Electric. **Golfer Gift:** The Boldt Company. **Hospitality:** von Briesen & Roper, SC. **Lunch:** HBCS. **Registration:** Staff Electric. **Photography:** Riley Construction.

**Beverages:** Morgan Stanley **Tees:** Common Links Construction, Cross Management Services, Inc., CSE – Construction Supply & Erection, EUA, HGA-Hammel Green, H S A, IMEG Corp, JP Cullen, Weas Development, Zimmerman Architectural Studios.

**Greens:** Art Expressions, Beeler Construction, Eaton Electrical Sector, GRAEF, JCP Construction, JF Ahern, Luther Group, Next Electric.

**2020 Co-Presenting Sponsors:** EUA and CG Schmidt



*This year's Desert Classic is nearly sold out! To view opportunities to attend, please visit [froedtert.com/giving/foundation/events/desert-classic](https://froedtert.com/giving/foundation/events/desert-classic).*



**WANT TO JOIN US THIS YEAR?** Save the date for the 2020 Desert Classic: Golf tournament on Friday, March 13, at Talking Stick Golf Club in Scottsdale, and a Brewers spring training game against the Oakland Athletics on Saturday, March 14, at the American Family Fields of Phoenix. The event fee (\$800 for individuals or \$2,800 for a package of four) includes lunch, 18 holes of golf on the O'Dham Course (designed by Bill Coore and legendary golfer Ben Crenshaw), and the Milwaukee Brewers tailgate event and baseball game.

Sponsorships are also available at various levels and include signage and recognition during the events.



*Kathy's House, continued from page 3*



Kathy Vogel Kuettner

To learn more,  
please visit  
[kathys-house.org](http://kathys-house.org).

Froedtert Hospital, which is also managing the project's construction. Other supporters include the Fotsch Family Foundation, Ladish Co. Foundation, Schneider Foundation, Ginny and Mike McBride, and Steinhafels. Kathy's House is still raising funds to meet its \$12 million goal.

To protect patients at high risk of infection, the new facility will include a separate wing with suites for long-term patients and those with compromised immune systems to limit their exposure to other guests. In addition to the comforts of home—including a kitchen,

dining area, family room, library, fitness center, meditation room, laundry facilities, courtyard and more—the new building will include an innovative space for blood draws and other basic, onsite clinical services.

But the benefits go beyond affordable housing. "There's a sense of community," Sweeney says. "From a patient's perspective, being at a place where others are going through similar experiences, where people understand what you're going through, makes a difference."

## THANK YOU FOR YOUR GENEROUS SUPPORT

### AFFINITY SOCIETIES AND TRIBUTES

- Transformation Society
- Presidents' Leadership Society
- Ambassadors Society
- Legacy of Hope Society

Learn more about Froedtert & Medical College of Wisconsin philanthropic recognition at [froedtert.com/giving/foundation](http://froedtert.com/giving/foundation).

## Froedtert HOSPITAL FOUNDATION

9200 West Wisconsin Avenue  
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