

FoundationFocus

The official publication of the TGH Foundation

Fall 2013

Raising Money for TGH's Transplant Program

For more than two decades Tampa General Hospital has been a leader in organ transplantation. Today, TGH is one of the busiest transplant centers in the United States.

Currently, the Tampa General Hospital Foundation is engaged in an effort to raise over \$1 million to support the transplant program. Drew Graham, a Foundation trustee and partner at Ballast Point Ventures, is chairing the campaign. To date, his leadership has resulted in just over \$700,000 raised.

In the spring of 2012, Tampa General Hospital purchased two Davis Islands homes with a plan to convert them into respites for transplant patients and patients outfitted with a ventricular assist device (VAD) from all over Florida.

Known as transplant family housing, these residences will serve as transitional living sites designed to house transplant and VAD patients

near the hospital, thus promoting earlier discharge from the hospital and facilitating patient/significant other education about home care.

The addition of these homes will allow TGH to continue to increase the number of transplants performed, furthering our reputation as one of the premier places in the country to undergo transplant surgery.

In addition, the houses might also be used for out-of-town patients undergoing evaluation for a transplant, or to accommodate a limited number of transplant or VAD patients' family members from out of town and with limited financial resources to stay in a hotel.

The close proximity of the homes allows us to decrease hospital length of stays for complex VAD and transplant patients by transitioning them to a more "home-like" environment. All the while, they provide the patient close medical and nursing oversight to ensure they are

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Transplant Family Housing

18 COLUMBIA DRIVE

SCALE 1/4"=1'-0"

From the Chair



As summer has ended and school is in session, I am excited to begin my term as chair of the Tampa General Hospital Foundation. I would like to thank Rick Kouwe for his leadership, generosity and passion for Tampa General Hospital. Rick served the Foundation for 11 years, including two years as chair.

I am also happy to announce that the Foundation Board of Trustees amended its bylaws to include the immediate past chair as an ex-officio member of the board, and we look forward to Rick's continuing service.

Also, a special thanks to retiring board members Mclver Berner and Ron Hytoff for their valuable service to the board and hospital. While we are sad to see the above board members depart, we welcome new members John Ekarius and Buck McInnis, who is returning to the board after having served from 2003 - 2012.

We have exciting and challenging times ahead of us. You, our donors, have been very generous and we thank you for that support. With the changes in healthcare in store for the hospital and its partners, your financial support will be more important than ever.

Our event schedule for the fall is very busy, with our Annual Dinner on Oct. 3 and golf tournament on Oct. 21. Plans are also underway for the Annual Night at the Circus on Jan. 2 and the Annual Gala on April 5. These events are a wonderful way to introduce the Foundation to your friends

and colleagues, so I encourage you to join us at least once and bring them with you.

I look forward to sharing the work of the Foundation, the accomplishments of the hospital and our physicians, and appreciation for all of our donors.

Pam Muma

Chair, Tampa General Hospital Foundation board of trustees.



Gene McNichols, right, vice chairman of the Florida Health Sciences Center Board of Directors, presents a plaque to Rick Kouwe, outgoing chair of the TGH Foundation Board of Trustees, for his dedicated service to TGH and the Foundation.

New TGH Foundation Trustees

John C. Ekarius

Chief Operating Officer of USF Health and the Morsani College of Medicine at the University of South Florida



Cleveland A. "Buck" McInnis

Founder and CEO of Tampa Bay Steel Corp.



Rehabilitation Patients Create Art to Express Feelings About Healing

With paint brush in hand and a stark white canvas staring back at her, rehabilitation patient Jean Lawrence of Hudson pondered about how she'd approach her art therapy project.

Jean and 13 other patients in the Rehabilitation Center were participants in the third annual Healing Environment through Art (HEArt) program, recently offered jointly by the center and the University of Tampa Art Therapy program. Seema Weinstein, Ph.D., manager of Psychology Services, also visits UT's Art Therapy classes to teach students about the Rehabilitation Center's services, mission and how to care for patients with disabilities.

The program is designed to provide patients alternative ways of self-expression to promote their recovery. Students create the program each year, and gain hands-on experience helping the patients with their artwork.

Patients were asked to create paintings that represented their sources of strength during their recovery. They picked one word to incorporate into their artwork that illustrated what healing meant to them.

"Art fascinates me – the individuality, the feelings, the emotions it can invoke," said Jean, who was recovering from back surgery at the Rehabilitation Center.



Rehabilitation patient Jean Lawrence holds up the painting she created with UT student Gina Piccorossi, right, in the Healing Environment through Art (HEArt) program.

"I'm into nature, especially Aspen trees," she said, describing how they look as they sway in the breeze.

Inspired by that thought, Jean picked up her brush, dipped it in paint and began painting wide strokes of various colors from the bottom corner of her canvas to the top of the opposite side. The colors were dark at the bottom and gradually became lighter as she painted upward.

She chose the word "freedom" for her piece, using four E's to illustrate the long journey it sometimes takes to achieve it.

"It gets brighter and brighter as it goes to the top," she said as she painted. "It's like coming out of jail."

"In this setting, freedom is very important," Jean said. "It means freedom from bad health and being disabled."

The paintings created by patients are displayed throughout the Rehabilitation Center.

To support this program, please visit www.tgh.org/foundation-gift.htm, or indicate your interest on the gift envelope.

2013 Nathan Marcus Award



Dr. Eric Schilling receives the 2013 Nathan Marcus Award from Chris Bray, director of Development and Major Gifts. Each year, the Department of Internal Medicine nominates the winner of this prestigious award which is given to the house officer at Tampa General Hospital who has exhibited the qualities that made Dr. Nathan Marcus a very special physician.

- A devotion to medicine in all facets
- Continued effort of self-education
- Continued scholarship of the physician who is "living" his or her medicine
- Quality of thoughtfulness and concern for the broad needs of the community of physicians; and
- Willingness to give of one's time, energy and enthusiasm.

Along with the award is a check for \$1,000. Dr. Marcus' widow, Mrs. Miriam Marcus, established an endowment in memory of her husband who was a long time physician at Tampa General Hospital.

Each year, this endowment and Dr. Marcus's children fund the Nathan Marcus Award. Congratulations, Dr. Schilling!

TGH Recognized for Outstanding Care of Heart Attack and Stroke Patients

Tampa General has received two awards from the American Heart Association and the American Heart Association/American Stroke Association for its exceptional care of heart attack and stroke patients.



The American Heart Association awarded the hospital this year's *Mission Lifeline*® Silver Receiving Quality Achievement Award for providing an exceptional standard of care to patients experiencing the most deadly form of heart attacks. It is the first time TGH has won the award since it began participating in the *Mission: Lifeline* program in late 2011. Each year, the American Heart Association reports that nearly 300,000 Americans experience the most severe form of a heart attack, called a segment elevation myocardial infarction, or STEMI. A STEMI occurs when a blood clot completely blocks an artery to the heart muscle. It's critical to immediately restore blood flow to the heart.

The program focuses on improving the system of care for these patients

and improving care for all heart attack patients. *Mission: Lifeline* hospitals aim to get patients experiencing STEMI heart attacks diagnosed and treated within 90 minutes of admittance to the Emergency Department.

TGH has surpassed that goal, said Janet Denmark, a Cardiovascular Services clinical nurse specialist who oversees TGH's *Mission: Lifeline* program. With an average time of 60 minutes, TGH's ED staff can diagnose patients experiencing a STEMI heart attack and get them to the cardiac cath lab, where they can receive an emergency cardiac catheterization to restore blood to the heart, she said.



The hospital is also the recipient of the 2013 American Heart Association/American Stroke Association's *Get With The Guidelines*®-Stroke Gold Plus Quality Achievement Award. The award recognizes TGH's commitment and success to provide excellent care for stroke patients according to evidence-based guidelines.

To receive the award, hospitals must achieve 85 percent or higher adherence to all of the program's quality achievement indicators for two or more consecutive 12-month periods.

"We've consistently exceeded that goal," said Karen Wilson—TGH's stroke program coordinator, who works with the program's medical director, Scott Burgin, M.D. The hospital has received the association's awards annually since 2005, Karen said.

In addition, TGH received the association's *Target: Stroke Honor Roll*, for improving stroke patient care. During the past quarter, at least 50 percent of patients experiencing an ischemic stroke—caused when a blood vessel that supplies blood to the brain is blocked by a blood clot—received tissue plasminogen activators, or tPA, within 60 minutes of arrival. These blood clot-busting drugs are the only approved drugs for the urgent treatment of ischemic stroke.

If tPA is given during the first three hours after the start of stroke symptoms, it can significantly reverse the effects of the stroke and reduce permanent disability.

Last year, TGH treated 784 stroke patients, said Karen. Patients are often transferred to TGH from hospitals that don't have the capability to provide the high-level interventional treatments provided here, she said.

The American Heart Association/American Stroke Association estimates that 795,000 people suffer a new or recurrent stroke each year.

Raising Money for TGH's Transplant Program (continued from cover)

fully prepared to go home regardless of how far they live from the hospital.

Almost all other large transplant centers throughout the state of Florida (Jackson of Miami, Shands and Mayo Clinic Jacksonville), and numerous other transplant centers around the country have transplant houses. Our community has this need, and with your support, TGH will meet this demand.

You can help advance the transplant program here at TGH. A monetary gift to this campaign will help renovate these homes. Currently these homes are in varying states of disrepair and are unfit to accommodate patient/family stays. Your financial support of this effort will help

us reach our goal of \$1 million, will help open these homes to our transplant patients, and will provide resources to our physicians to support research and community outreach to help build a larger network of potential organ donors.

For more information on this campaign, or other fundraising activities, please contact Chris Bray, Director of Development and Major Gifts, at (813) 844-7560, or cbray@tgh.org.

We are grateful for your consideration and hope that you will want to generously support TGH's transplant family housing. You can use the gift envelope or make an online donation at www.tgh.org/foundation-gift.htm

U.S. News & World Report Names TGH a Top Hospital in Tampa-St. Petersburg Metro Area



U.S. News & World Report has ranked Tampa General Hospital as the number two hospital in Florida and the best hospital in the Tampa-St. Petersburg metro area for 2013-14. The annual *U.S. News* Best Hospitals rankings, released July 16, recognize hospitals that excel in treating the most challenging patients.

TGH is also listed as one of the top 50 hospitals nationally in these six medical specialties:

- **Cardiology & Heart Surgery (49th)**
- **Ear, Nose & Throat (35th)**
- **Nephrology (24th)**
- **Orthopedics (19th)**
- **Pulmonology (32nd)**
- **Urology (32nd)**

In addition, TGH received "High Performing" ratings in these six medical specialties: cancer, diabetes & endocrinology, gastroenterology & GI surgery, geriatrics, gynecology, and neurology & neurosurgery.

U.S. News evaluates hospitals in 16 adult specialties. In most specialties, it ranks the nation's top 50 hospitals and recognizes other high-performing hospitals that provide care at nearly the level of their nationally ranked peers.

"We are honored to be recognized as a best hospital in Florida, and for the national recognition we've received for these medical programs. The best hospitals in Florida have set themselves apart by developing specialties that are competitive from a national perspective," said Jim Burkhart, president & CEO. "The focus of our university and community physicians, nurses and hospital support staff is to continue striving for excellence so our patients have the best possible outcomes."

"A hospital that emerges from our analysis as one of the best has much to be proud of," said Avery Comarow, *U.S. News* health rankings editor. "Only about 15 percent of hospitals are recognized for their high performance as among their region's best. Just three percent of all hospitals earn a national ranking in any specialty."

U.S. News publishes Best Hospitals to help guide patients who need a high level of care because they face particularly difficult surgery, a challenging condition, or added risk because of other health problems or age. Objective measures such as patient survival and safety data, the adequacy of nurse staffing levels and other data largely determined the rankings in most specialties.

The specialty rankings and data were produced for *U.S. News* by RTI International, a leading research organization based in Research Triangle Park, N.C. Using the same data, *U.S. News* produced the state and metro rankings.

The rankings have been published at <http://health.usnews.com/best-hospitals> and appeared in the *U.S. News Best Hospitals 2014* guidebook.

UPCOMING EVENTS

The Circus is Coming! - Thursday, January 2, 2014

SAVE THE DATE! The Tampa General Hospital Foundation will present the 23rd Annual Night at the Circus on Thursday, January 2, 2014, at the Tampa Bay Times Forum. This year's event will be chaired by Alexis Ciesla and Jennifer Stauffer, with Co-Chairs Teale Smith and Mary Taggart. We are very excited that the **Bailey Family Foundation** has again agreed to be our Big Top Sponsor. We are also honored that **SunTrust** returns as our Three Ring Sponsor and that the **Lightning Foundation** returns as our Patrons' Party Sponsor. This event is a great way for families to spend priceless time together and experience the thrills of the *Ringling Bros. and Barnum & Bailey® Circus – The Greatest Show on Earth®*. Proceeds will benefit the Tampa General Hospital Children's Medical Center.

Annual Gala - Saturday, April 5, 2014

SAVE THE DATE! Plans are underway for the TGH Foundation's 17th Annual Gala. This is one you won't want to miss!

15th Annual TGH Foundation Golf Tournament

Please join us at the 15th Annual TGH Foundation Golf Tournament on **Monday, October 21, 2013, at Old Memorial Golf Club.** This year's tournament will be chaired by Mark Nouss and Danny Jackson and the format will be a shamble. **Baldwin Krystyn Sherman Partners** will again be our Old Memorial sponsor and **The Yerrid Foundation** returns as our Tournament sponsor.

The Pairings Dinner Party, sponsored by **LifeLink Legacy Fund**, will be held the evening before the tournament on **Sunday, October 20, at the Tampa Yacht & Country Club.** Cocktails will be served beginning at 5:30 p.m., followed by dinner and a live auction. Golfers are invited to bring their spouse/guest to the Pairings Dinner Party.

The tournament will take place the next day on **Monday, October 21, at Old Memorial.** Registration and lunch will begin at 11:00 am with the shotgun start following at 1:00 pm. After the tournament, cocktails and appetizers will be served, and prizes will be presented to the winners.

For the fifth year, individual golfers will have the opportunity to bid on a spot to play in the tournament. Bids start at \$1,500 and spots will be filled starting with the highest bid until the field is full. A bid of \$2,500 will guarantee your spot in this year's tournament. Bids must be postmarked by Friday, September 13, 2013.

Last year's tournament raised over \$221,000 in net proceeds. We hope this year's event will raise even more to benefit both **Tampa General Hospital's Transplant Program.**

Tampa General Hospital is one of the busiest organ transplant centers in the nation. It is the only hospital in West Central Florida performing adult heart, lung, kidney, liver and pancreas transplants. Pediatric kidney transplants are also performed at TGH.

We look forward to you joining us. If you need additional information, please call Lynn Fluharty at (813) 844-7273.

2013 Golf Committee

Mark Nouss, chairman
Danny Jackson, vice chairman

Brian Adcock

Chris Coram

John Faircloth

Steve Fluharty

Jim Henning

Brad Johnson, M.D.

Rick Kouwe

Ryan Lee

Brian Smith

Denny Thaxton

Robert Walter

Robin DeLaVergne, Executive Director
Lynn Fluharty, Special Events Manager
Caitlin Weber, Development and Special Events Coordinator

If you are interested in a sponsorship or in joining the field, please email Lynn Fluharty at lfluharty@tgh.org or call 813-844-7273.



Members of 2012 Low Net winning team (left to right) Rex Farrior, Dave Shell, Tournament Chair Mark Nouss and Scott Hurst.



Members of 2012 Low Gross winning team (left to right) Gary Harrod, Chad Harrod, Steve Stagg and Greg Iglehart.

Tampa Bay Rays Partner with TGH Foundation to Support the Children's Medical Center



James Loney visits with patients to lift their spirits.



Matt Joyce and Raymond were joined in the Child Life Room with representatives from Hess Express who handed out Hess trucks to all of the children.



Raymond responds to the challenge of a foosball game.



James Loney and Raymond visit patients who weren't able to join the group in the Child Life Room.

PNC Bank Foundation Grant Provides Books to Healthpark's Pediatric Center Patients

When Michaela Gardner takes her 5-year-old daughter, Andrea Doe, to see a doctor at Healthpark's Pediatric Center, Andrea gets expert medical care – and a step up on her education, too.

Andrea and other children from age five through their teens receive a free book during their checkups thanks to a \$10,000 grant from the PNC Bank Foundation.

The grant allows the center to purchase fun books that are educational, too. About 400 books are given to children at the center each month, said clinician Amy Domagtoy.

"We use the books to encourage parents to read to their kids," said Amy. Receiving a book during visits also gives children and teens a positive memory of going to the doctor, she said.

Michaela has brought her daughter to the center since she was an infant and is a big fan of the book program.

"I really love this program. She gets a different book each time she comes here. The books have helped her," she said. Andrea, who starts kindergarten in the fall, already knows complex and compound words and can tell time, said her mother.

The University of South Florida provides books through a similar program, but those books are for children six months to five years old, said Sharon Ford, director of Ambulatory Services. Each child is limited to one book a year.



Five-year-old Andrea Doe enjoys the new book she received during an appointment at Healthpark's Pediatric Center, with her mother, Michaela Gardner, right, and her doctor Tali Wojnowich, M.D. The center gives out about 400 books a month to children and teens thanks to a \$10,000 grant from the PNC Bank Foundation.

So when families came to the center with several children, the older children weren't able to receive a book. The PNC grant helps fill that gap, she said.

"They love it," said Sharon. "It's gone very well. They're excited when they get their books."

"We are fortunate that PNC stepped up with this grant, so we can reach out to more children, more often. It is a great partnership," said Robin DeLaVergne, executive director of the TGH Foundation.

Burn Center Receives Donations from TECO Energy and IBEW

Representatives of the International Brotherhood of Electrical Workers (IBEW), Local 108, and TECO Energy presented a total of \$31,800 to the Tampa General Foundation to support the hospital's burn survivors support groups and the burn center.



Representatives from the International Brotherhood of Electrical Workers (IBEW), Local 108, and TECO Energy presented a total of \$31,800 to the hospital's Foundation last week to benefit the Burn Center and burn survivor support groups.

Since 2000, the local IBEW and TECO have donated more than \$540,500 to the hospital's burn center and burn support groups, said Robin DeLaVergne, Senior Vice President and Executive Director of the Tampa General Hospital Foundation.

This year, the IBEW donated \$16,800 in proceeds from its annual golf tournament, and TECO Energy made a matching donation of \$15,000.

In July, representatives from TECO's Planning and Project Management team also donated another \$9,306 to support TGH's burn patient programs. The proceeds were raised during the group's annual hot dog cookout benefit.

"It was a team effort all the way, and an incredible one at that," said Doug Turner, manager of Project Management & Planning with Engineering at TECO.

The annual contributions are made in memory of the TECO employees who died or were injured in an explosion at a Tampa Electric power station in 1999. The victims were treated at TGH.

"We are so appreciative of the support from TECO and the IBEW," said Lori Desmond, nurse manager of the burn center. "What started

out as a tragedy has blossomed into a relationship with the burn center."

The money benefits Burn Survivors Connect, a support group for burn survivors and their significant others and the Survivors Offering Assistance in Recovery (SOAR) program. Through SOAR, former burn patients are trained to support current burn patients. The TECO donation helps pay for their training. Eight former burn patients have received specialized training to be SOAR volunteers. The funds have also allowed the burn center to purchase new equipment, provide support to patients and families in crisis, and provide training to survivors and staff, Lori said.

The SOAR volunteers visit burn patients in the hospital and after they are discharged to help them deal with grief, depression and the stages they go through as they cope with their burn injuries.

"Our burn survivors are amazing. They are some of the strongest people I know," said Patty Anderson, an occupational therapist who works with burn patients and a SOAR coordinator.

"We try to put patients at ease. The staff tries to get them back medically. We try to give them encouragement and hope that they'll progress to a near-normal life," said former TGH burn patient and SOAR volunteer, Joe Versaggi.



Members of TECO's Planning and Project Management team recently presented a check for \$9,000 to the hospital to benefit the Survivors Offering Assistance in Recovery (SOAR) and the Burn Survivors Connect support groups. They also donated another \$360 to the programs.



Golden Tree of Life

The Tampa General Hospital Foundation's Golden Tree of Life adorns the hospital's main lobby, providing a warm reception to all those who pass through the doors. This popular giving vehicle is the perfect way to celebrate those you love, remember those who matter, and honor important people and milestones while displaying your commitment to care.

Each personally engraved leaf on the Golden Tree of Life represents a gift of \$1,000, while an engraved stone represents a gift of \$5,000.

Their beauty and lasting imagery provide a vision of hope and warmth, while their pooled funds provide support needed to ensure the growth and development of the education, services and research that make Tampa General so special.

Payments can be made by cash, check, and credit card or even a pledge payment arrangement. Please contact Glenda Evans at 813-844-7261 if you would like more information.

Charitable Giving

Charitable giving can play an important role in many estate plans. Philanthropy cannot only give you great personal satisfaction, it can also give you a current income tax deduction, let you avoid capital gains tax, and reduce the amount of taxes your estate may owe when you die.

There are many ways to give to charity. You can make gifts during your lifetime or at your death. You can make gifts outright or use a trust. You can name a charity as a beneficiary in your will, or designate a charity as a beneficiary of your retirement plan or life insurance policy. Or, if your gift is substantial, you can establish a private foundation, community foundation, or donor-advised fund.

Making outright gifts

An outright gift is one that benefits the charity immediately and exclusively. With an outright gift you get an immediate income and gift tax deduction.

Tip: Make sure the charity is a qualified charity according to the IRS. Get a written receipt or keep a bank record for any cash donations, and get a written receipt for any property other than money.

Will or trust bequests and beneficiary designations

These gifts are made by including a provision in your will or trust document, or by using a beneficiary designation form. The charity receives the gift at your death, at which time your estate can take the income and estate tax deductions.

Charitable trusts

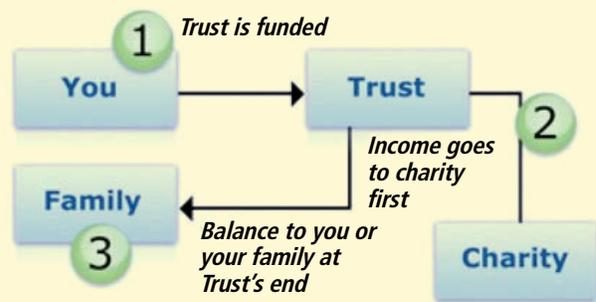
Another way for you to make charitable gifts is to create a charitable trust. You can name the charity as the sole beneficiary or you can name a non-charitable beneficiary as well, splitting the beneficial interest (this is referred to as making a partial charitable gift). The most common types of trusts used to make partial gifts to charity are the charitable lead trust and the charitable remainder trust.

Charitable lead trust

A charitable lead trust pays income to a charity for a certain period of years, and then the trust principal passes back to you, your family members, or other heirs. The trust is known as a charitable lead trust because the charity gets the first, or lead, interest.

A charitable lead trust can be an excellent estate planning vehicle if you own assets that you expect will substantially appreciate in value. If created properly, a charitable lead trust allows you to keep an asset in the family and still enjoy some tax benefits.

How a Charitable Lead Trust Works



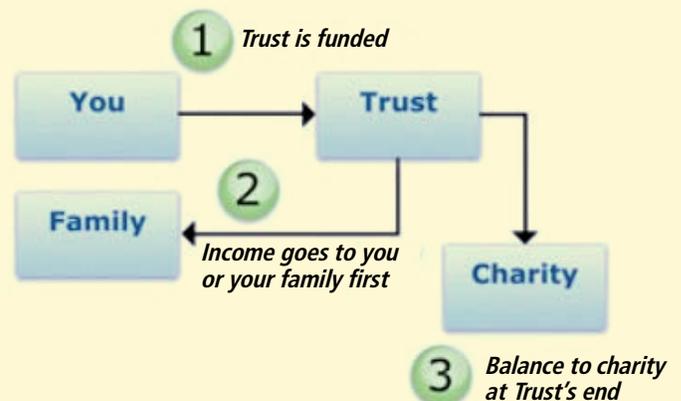
Example: John, who often donates to charity, creates and funds a \$2 million charitable lead trust. The trust provides for fixed annual payments of \$100,000 (or 5% of the initial \$2 million value) to ABC Charity for 20 years. At the end of the 20-year period, the entire trust principal will go outright to John's children. Using IRS tables and assuming a 2.0% Section 7520 rate, the charity's lead interest is valued at \$1,635,140, and the remainder interest is valued at \$364,860. Assuming the trust assets appreciate in value, John's children will receive any amount in excess of the remainder interest (\$364,860) unreduced by estate taxes.

Charitable remainder trust

A charitable remainder trust is the mirror image of the charitable lead trust. Trust income is payable to you, your family members, or other heirs for a period of years; then the principal goes to your favorite charity.

A charitable remainder trust can be beneficial because it provides you with a stream of current income -- a desirable feature if there won't be enough income from other sources.

How a Charitable Remainder Trust Works



Example: Jane, an 80-year-old widow, creates and funds a charitable remainder trust with real estate currently valued at \$1 million, and with a cost basis of \$250,000.

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Camp Hopetáke

Camp Hopetáke is a week-long, sleepaway summer camp for children ages 5-17 who have survived a burn injury. Hopetáke is the Seminole Indian word for "children."

Approximately 40 children participate in camp every summer.

Camp Hopetáke has been around for 23 years.

Camp Hopetáke is free-of-charge to the campers and is financially supported by the fundraising efforts of the Tampa General Hospital Foundation and Tampa Firefighters Local 754.

The camp is supported by the staff of the Regional Burn Center at Tampa General Hospital.

The camp's counselors are TGH nurses, therapists, firefighters and paramedics who volunteer to provide a safe and supportive environment for these young survivors.

This wonderful camp provides a safe, comfortable, supportive environment for the kids to share their feelings and experiences with others who truly understand what they have been through. It also provides a support system for these kids for the rest of their lives.

The camp takes place in the second week of June every year and is recognized by the International Association of Firefighters (IAFF) as a nationally recognized Burn Survivor Camp.

Gifts to support Camp Hopetáke may be made using the gift envelope, or online at www.tgh.org/foundation-gift.htm



TGH President and CEO Jim Burkhart joined the campers at the Rays game.



Campers and counselors had a great time at the Clearwater Aquarium.



Campers and counselors spent one day at Adventure Island.



Campers and counselors took in a baseball game as guests of the Tampa Bay Rays.

Tampa General and USF Health Approved for Membership in Children's Oncology Group

Tampa General's Children's Medical Center and USF Health recently earned admission into the world's largest organization focused exclusively on pediatric cancer research. The Children's Oncology Group (COG), a National Cancer Institute-supported clinical trials group, approved TGH as a new member institution and appointed Cameron Tebbi, M.D., of the USF Health Morsani College of Medicine, as its principal investigator.

Pediatric cancer is relatively uncommon, with one to two children developing the disease each year for every 10,000 children in the United States, according to the NCI. By offering multisite clinical studies at more than 200 participating institutions worldwide, COG can enroll sufficient numbers of qualifying pediatric patients and families to evaluate the effectiveness of new diagnostics, treatments or other interventions.

"COG membership will greatly advance the services that the Children's Medical

Center and USF Pediatrics can offer our child and adolescent patients with cancer or blood disorders," said Dr. Tebbi, USF professor of pediatrics and chief of the Division of Pediatric Hematology/Oncology.

"We have many talented physicians, scientists, nurses and pharmacists who can collaborate with other COG institutions, contribute to the development of new protocols, and help set the national research agenda for pediatric cancer. Our goal is to improve the survival and quality of life of children with cancer."

The expertise of Dr. Tebbi and others on his team helped the Children's Medical Center meet the rigorous criteria required for membership in COG. Dr. Juan Felipe Rico, USF assistant professor of pediatrics, and Mindy Kimpland, ARNP, were instrumental in helping the Children's Medical Center achieve COG institutional membership.

Dr. Tebbi has written several clinical protocols, or standardized treatment guidelines, for patients enrolled in COG trials, including a widely-used protocol for patients with early-stage Hodgkin's lymphoma. USF Health/TGH pediatric surgeon Dr. Charles Paidas, also a longstanding individual member of COG, has served on several review committees.

More than 90 percent of U.S. children diagnosed with cancer are treated at COG member institutions, which provide multidisciplinary care and comprehensive support services. More than 8,000 childhood cancer experts are individual members of COG at their participating member institutions.

COG has played a pivotal role in transforming childhood cancer from a virtually incurable disease 50 years ago to one with a combined five-year survival rate of 80 percent today.

Charitable Giving (continued from page 9)

The trust provides that fixed quarterly payments be paid to her for 20 years. At the end of that period, the entire trust principal will go outright to her husband's alma mater. Using IRS tables and assuming a 2.0% Section 7520 rate, Jane receives \$50,000 each year, avoids capital gains tax on \$750,000, and receives an immediate income tax charitable deduction of \$176,298, which can be carried forward for five years. Further, Jane has removed \$1 million, plus any future appreciation, from her gross estate.

Private family foundation

A private family foundation is a separate legal entity that can endure for many generations after your death. You create the foundation and then transfer assets to the foundation, which in turn makes grants to public charities. You and your descendants have complete control over which charities receive grants. But, unless you can contribute enough capital to generate funds for grants, the costs and complexities of a private foundation may not be worth it.

Tip: *One rule of thumb is that you should be able to donate enough assets to generate at least \$25,000 a year for grants.*

Community foundation

If you want your dollars to be spent on improving the quality of life in a particular community, consider giving to a community

foundation. Similar to a private foundation, a community foundation accepts donations from many sources, and is overseen by individuals familiar with the community's particular needs, as well as professionals skilled at running a charitable organization.

Donor-advised fund

Similar in some respects to a private foundation, a donor-advised fund offers an easier way for you to make a significant gift to charity over a long period of time. A donor-advised fund actually refers to an account that is held within a charitable organization. The charitable organization is a separate legal entity, but your account is not -- it is merely a component of the charitable organization that holds the account. Once you transfer assets to the account, the charitable organization becomes the legal owner of the assets and has ultimate control over them. You can only advise -- not direct -- the charitable organization on how your contributions will be distributed to other charities

The Financial Well, Inc.

Kimberly D. Overman, CFP®

President & CEO

7406 Park Drive, Tampa, FL 33610

813-229-2000 Fax: 813-229-2005

TGH Among Health Care's Most Wired

Tampa General is one of the nation's Most Wired hospitals according to *Hospitals & Health Networks*, the flagship publication of the American Hospital Association.

TGH was the only Bay area hospital named in the publication's 2013 rankings, joining nine other hospitals in Florida and just 288 other hospitals in the country -- out of a potential of 5,810 hospitals and healthcare systems.

The publication sponsors the annual Most Wired Survey, which is an industry-standard benchmark study. The survey measures the level of information technology (IT) adoption in U.S. hospitals and health systems and is a tool for hospital and health system leadership in developing IT strategic plans.

"We are thrilled to be in the elite group of hospitals and health systems distinguished with this honor for innovation and

excellence in Healthcare IT," said Scott Arnold, interim senior vice president and chief information officer. "More importantly, our patients benefit from our technology investments which are focused on enhancements to safety, quality and operations."

"Tampa General has worked extremely hard to use technology to advance patient care and partner with our medical staff practitioners to ensure technology enhances their ability to provide that care," said Richard Paula, M.D., vice president and chief medical informatics officer. "We have together pushed ourselves to safely integrate technology into daily patient care, making clinical information quickly and easily accessible for everyone."

Chief Technology Officer Balaji Ramadoss says the hospital has advanced into

technologies that focus on patient safety and quality. "Physicians can use smart phone technology to care for their patients from anywhere in the world. The award recognizes TGH for having a wide range of advanced technologies, from allowing patients to review their records and interact with their caregivers online, all the way to the use of advanced robotics for surgeries."

Health Forum, an American Hospital Association information company, distributes, collects and analyzes the Most Wired data and develops benchmarks that are becoming the industry standard for measuring IT adoption for operational, financial and clinical performance in health care delivery systems. Visit <http://www.hhnmostwired.com/winners/index/dhtml> for a list of winners.



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FoundationFocus is the quarterly newsletter published by the Tampa General Hospital Foundation, 1 Tampa General Circle, Room H-149, Tampa, FL 33606. Additional copies may be obtained by calling (813) 844-3528. The Foundation's mission is to support and promote the programs and services of Tampa General Hospital. Tampa General Hospital's mission is to provide the residents of West Central Florida with excellent and compassionate health care ranging from the simplest to the most complex medical services. As a teaching facility, Tampa General partners with academic and community institutions to support both their teaching and research missions. As the region's leading safety net hospital, we reaffirm our commitment to providing high-quality health services to all residents.

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