

2012 Report to Our Community



 **Bethesda**
BETHESDA FOUNDATION INC.

Changing lives, saving lives

With Thanks to Our Donors

We continue to be inspired by the generosity of our community. In fiscal year 2012, more than 22,000 philanthropic gifts were received by the Bethesda Foundation. We would like to acknowledge our donors who made generous gifts of \$5,000 or more between July 1, 2011, and June 30, 2012.

\$100,000+

Auxiliary of Bethesda Hospital
Eddie & Arlene Goldstein
The Ruth & W.O. Mashburn
Foundation
Ms. Amy E. Settlemyre
Mr. & Mrs. Harold M.
Thomas
Western & Southern
Life Insurance Company

\$50,000-\$99,999

Mr. Robert C. Cropper
Ms. Norma J. Grimm*
Mr. & Mrs. Narley L. Haley
Mr. Keith Lindner
National Breast Cancer
Foundation Inc.
Mrs. Claire B. Phillips
Mr. Philip Storrs*
Therapy Support
TriHealth

\$25,000-\$49,999

Bethesda Inc.
Ms. D. Marie Flowers*
Fort Washington Investment
Advisors Inc.
Mr. Donald S. Friedman*
Our 365 Share More
Mr. & Mrs. David C. Phillips
Robert H. Reakirt Foundation
The Spaulding Foundation
Estate of Betty J. Taylor
Dr. Jennifer Lynn Thie
Drs. Nolan & Susan Weinberg
Mr. & Mrs. David Wiltse

\$10,000-\$24,999

Anonymous Donor
Estate of Virginia Boyce
Catholic Healthcare Partners
Consolidated Health Services
Mr. & Mrs. Robert J. Crosset
Dillard's Inc.
E.M. Anderson Foundation
Fifth Third Bank

The Frank J. & Jacqueline D.
Kloenne Foundation
Mr. Richard A. Gerhardt*
Ms. Mary Maureen Heekin
Heidelberg Distributing Co.
Wine Division
Hirayama Investments, Wentworth,
Hauser & Violich
Dr. Glen Hofmann & Denise
Fuqua
Jack J. Smith, Jr. Charitable
Trust-PNC Bank
Ms. Diana L. Jaeger
Mr. Leland Johnson*
Dr. & Mrs. Edmund W. Jones
The Kenwood by Senior Star
Services
Mrs. Ruth M. Miller*
Ms. Gail J. Norris
Northeast Radiology Inc.
Mr. Richard D. Oliver
Oncology Partners Network Ltd.
Mr. & Mrs. Donald Perry
PNC Advisors
Estate of Dorothea D. Rank
The Robert C. & Adele R. Schiff
Foundation
Dr. & Mrs. Michael Stava
Mr. & Mrs. Roy L. Terry
Thomas J. Emery Memorial
Foundation
TriHealth Physicians Institute
Mr. & Mrs. Jeffrey L. Wyler

\$5,000-\$9,999

ACBL Charity Foundation
Corporation
Ms. Judy Adams
Mr. & Mrs. Gary T. Algie
Baker Concrete Construction Inc.
Cardiac, Vascular & Thoracic
Surgeons
Mr. Paul W. Christensen Jr.
Cincinnati Bell
The Cord Foundation
Mr. Herbert W. Crown*
Mr. & Mrs. Rance Duke

Ellen B. Ganson Memorial
Foundation
General Electric Foundation
Hatton Foundation
Mr. & Mrs. Thomas Hauenstein
HDR Architecture Inc.
The Health Foundation of Greater
Cincinnati
Heimann Family Foundation
Mrs. Anne P. Heldman
Drs. Ching Ho & Stephen J. Keller
Mrs. Marie Huenefeld
Mr. & Mrs. Ronald Kuntz
Lebanon Citizens National Bank
Dr. & Mrs. John Leibold
Mr. & Mrs. Stephen G.
Mehallis
Mrs. Robin Miotke
The Moyer Foundation
Ohio National Foundation
Oncology Hematology Care Inc.
Dr. & Mrs. Robert H. Osher
The PNC Financial Services Group
Qualified Emergency Specialists
Inc.
The Rat Race
Richard & Dorothy Pandorf
Foundation
The Scherr Charitable Foundation
Mrs. Donna L. Schiff
Dr. & Mrs. Carl M. Sedacca
Southern Ohio Pathology
Consultants
Taft, Stettinius & Hollister
Tyler's Run Foundation
The Urology Group Inc.
William Hueneker Foundation
William P. Anderson Foundation
Dr. & Mrs. Edward N. Wolf

*Deceased



Legacy Society

The Bethesda Legacy Society recognizes individuals whose generosity demonstrates a commitment to the tradition of yesterday and the vision of tomorrow. Society membership is bestowed upon donors who have included Bethesda Hospital, Hospice of Cincinnati or Fernside in their wills, charitable gift annuities, trusts or other planned giving arrangements.

The Bethesda Foundation is pleased to recognize the following individuals who joined the Bethesda Legacy Society between July 1, 2011, and June 30, 2012.

Mr. & Mrs. Gary T. Algie
Eddie & Arlene Goldstein
Mrs. Pamela S. Heizman
Mr. Leland Johnson*
Ms. Sandra L. Lobert
Mrs. Ruth M. Miller*
Mrs. Dorothea D. Rank*
Ms. Lauren E. Scharf
Mr. & Mrs. Andrew A.
Swallow
Mrs. Betty J. Taylor*
Mr. & Mrs. Gerald Willis

*Deceased

We're Here When You Need Us

2011-2012 Bethesda North Hospital Annual Fund

In July 2011, the Bethesda Foundation established an annual fund campaign to raise money for Bethesda North Hospital. Community support is essential to the success of this campaign. Gifts to the annual fund help ensure that Bethesda North Hospital has the resources it needs to continue to provide the highest quality of care to our patients and their families. Donors directed their gifts to support patient care, research, scholarships, technologic advances and capital improvements.

Bethesda Humanitarians (\$10,000+)

Dr. Glen E. Hofmann
Dr. Jennifer Lynn Thie

President's Associates (\$5,000-\$9,999)

The Cord Foundation
Mr. & Mrs. Rance Duke
Dr. & Mrs. Edmund W. Jones

President's Associates (\$1,000-\$2,499)

Mr. & Mrs. Rachid Abdallah
Dr. Alan P. Altman
Mrs. Doris J. Atteberry
Mr. & Mrs. Elroy E. Bourgraf
Mr. Paul W. Christensen Jr.
Ms. Karen F. Clark
Ms. Corless Coleman-Roper
Dr. & Mrs. V. Franklin Colón
Mr. & Mrs. Spencer S. Cropper
Mr. & Mrs. David B. Dillon
Eddie & Arlene Goldstein
Mr. William R. Graf Jr.
Ms. Holly A. Hamilton
Mr. Michael F. Haverkamp
Mr. & Mrs. Charles B. Hedrick
Mr. & Mrs. Thomas E. Huenefeld
The Juilfs Foundation
Dr. Dennis M. Kolb
Dr. & Mrs. Paul V. Kollman
Carol & Russ Lefchak
Rev. Thomas N. MacFarland II
Ms. Susan McBeth
Ms. Susan M. Murray
Ms. Stefanie A. Newman
Ms. Pamela Peavy Lewis
Ms. Mary S. Ramstetter
Ms. Jean E. Schechtman
Dr. Bryan P. Strader
Drs. Samuel & Susan Varghese
Mr. & Mrs. John R. Whitney
Mr. Robert T. Wilder

Patron's Society (\$750-\$999)

Mrs. Debra L. Meline
Ms. Vicki R. Poe
Mr. Andrew A. Swallow

Patron's Society (\$500-\$749)

Mr. Gary T. Algie
Ms. Pamela S. Baird
Drs. Kurt & Mary Bofinger
Mr. & Mrs. John R. Brooks
Mrs. Lynne Brophy
Dr. Robert H. Collins
Dr. Craig A. Eisentrout
Ms. Mary C. Fischer
Ms. Carolyn J. Fiutem
Mrs. Mellissa Gayer
General Electric Foundation
Ms. Bonita M. Gordon
Mrs. Tonie Henderson
Charles & Marilyn Hertlein
Mr. Grant V. Hesser
Mrs. Karen Holly Horrell
Mrs. Marie Huenefeld
Mr. Thomas Howard B. Jones
Lyn & Howard Korb
Mr. & Mrs. Robert D. Lindner Jr.
Mr. Bruce D. Miller
Ms. Linda A. Nienaber
Mrs. Lea Peacock
Mr. John Pennell
Mr. John S. Prout
Mr. John Schoettelkotte Jr.
Ms. Carol R. Turner

Patron's Society (\$250-\$499)

Mrs. Jean Ackner
Mrs. Sherri Ahaus
Mr. Matthew Bremer
Mr. Pickney J. Brewer
Ms. Reba Cooper
Mrs. Charlotte Cornelius
Mrs. Mary Tighe Cronin
Mr. James W. Dusing
Mrs. Heidi C. Elmer
Dr. Georges Feghali
Ms. Diana M. Fogel
Ms. Robin L. Fox
Ms. Ann S. Gentile
Mrs. Christina German
Ms. Megan E. Gieske
Mrs. Linda Hogel
Mr. & Mrs. Wilbur L. Hughes
Mr. Randall J. Johann
Ms. Earlene Johnson
Ms. Pamela M. Johnson
Mr. & Mrs. David M. Kerman
Mr. & Mrs. Roger K. Kersh

Ms. Janet M. Lang
Mr. Thomas E. Lawson
Ms. Sandra L. Lobert
Ms. Tammy Lockhart
Mr. Thomas N. McGrew
Mr. Frank E. McGourty
Mr. Steven A. Mombach
Ms. Jennifer Newlin
Mr. Roy Oder
Ms. Nicki J. Osie
Mrs. Carol A. Owens
Mr. Edward Owens III
Ms. Min Jeong Park
Dr. Glenn W. Pfister
Mrs. Donita R. Ross
Mrs. Joyce Shiverski
Mr. & Mrs. Donald Stouffer
Dr. Andrew Y. Sun
Mr. Tobias O. Thompson
Ms. Patricia J. Watson
Ms. Sue Ann Weber
Ms. Kathleen Whitton
Mr. Kevin M. Wood



Although great care is taken in the gathering of this information, we know that errors or omissions inadvertently may occur. For this, we apologize and ask that you inform Bethesda Foundation of needed corrections to our data by calling 513-865-1615.

Profiles in Giving

Making a Difference

Like many people who support the Bethesda Foundation, Jennifer Lynn Thie, M.D., and Glen E. Hofmann, M.D., give to causes that are close to their hearts. But not everyone is recognized as Bethesda Humanitarians—the highest annual fund giving level of the Bethesda Foundation—as they are.

What's more, not everyone gets to see firsthand the difference his or her donation makes. Drs. Thie and Hofmann are reproductive endocrinologists at the Bethesda Fertility Center and directed their donations there.

"We're helping couples achieve pregnancy, so the services we provide are especially important

to the community," Dr. Thie says. "Funds from the Foundation help us stay current with technology and offer the most advanced possible care."

Dr. Hofmann, who is also the center's medical director and a longtime supporter of the Foundation, agrees. And he finds the act of giving enormously rewarding.

"The Foundation helps create so many wonderful things, from The Goldstein Family Hospice of Cincinnati and Fernside Grief Center to the Mary Jo Cropper Family Center for Breast Care," he says. "It's a real pleasure to be able to help them help others."



*Bethesda Humanitarians
Glen E. Hofmann, M.D., and
Jennifer Lynn Thie, M.D.*



Jean Brackman is grateful for the services provided at Hospice of Cincinnati, for which she has set up a charitable gift annuity.

Enriching the Journeys of Others

Jean Brackman has led a very full life. She also has been fortunate to have visited almost every nation in the world. At 90, she has traveled the globe several times, including visiting all seven continents and the North and South poles.

"I always like to see what's around the corner," she says with a smile. But the journey she remembers most vividly is helping both her parents during the end of their lives. "There was nothing like hospice back then," she remembers. "I was on my own, caring for them at home, unable to find a private duty nurse."

When her nephew became terminally ill, Brackman was relieved Hospice of Cincinnati

could help her care for him. "The philosophy is wonderful: to keep patients comfortable, and make sure they do not die in pain or misery," she says. "I was so glad I had this option for him and for my sister-in-law," Brackman remarks.

Because she saw firsthand what a difference hospice services can make, Brackman set up a charitable gift annuity to help continue and expand current programs.

In doing so, she is helping Hospice of Cincinnati "see around the corner" and ease the journey for countless families in years to come.

Leading by Example

Claire Phillips believes in supporting organizations that help as many people as possible. For years, she has donated to local organizations in health care, the arts and education.

In addition to her personal philanthropic efforts, the janitorial supply company she founded with her late husband, Charles, in the 1940s, Phillips Supply Co., has also been a supporter of various organizations, including Bethesda North Hospital and Hospice of Cincinnati.

Knowing she's making a difference motivates Phillips, who advises friends to give today. "You get the pleasure of knowing you're helping someone," she tells them.

Breast health and hospice care are just two of the causes that have benefited from Phillips' support.

"Claire's corporate sponsorship supports fundraising events for those causes," says Mary Fischer of the Bethesda Foundation. "She has touched a lot of programs—and a lot of people—throughout the years."

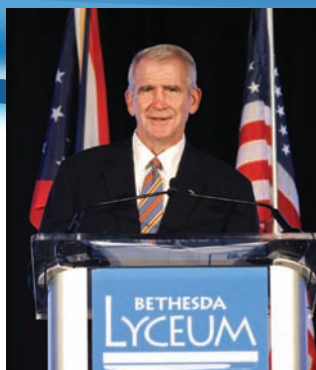
Today, the company is run by her daughter, Pam Rossmann, who learned about the spirit of philanthropy from her mother.

"Growing up," she says, "I was taught—by example—that it was important to be involved and support our community with time, treasure, talent or all of the above."



Claire Phillips supports the Bethesda Foundation both personally and through her janitorial supply company.

From left, Lt. Col. Oliver North, guest speaker at the 11th annual Bethesda LYCEUM; Chef Don Yamauchi from the MotorCity Casino Hotel at A Gourmet Sensation; golfers warm up for the Hospice of Cincinnati & Fernside Summertime Classic.



Signature Events that Support Our Programs

During fiscal year 2012, the Bethesda Foundation hosted six special events to raise funds to benefit programs and services at Bethesda North Hospital, Hospice of Cincinnati and Fernside. Considered some of the premier social events in the area, they offer an opportunity for the community to support the valuable missions of these organizations.

Sept. 10, 2011

A GOURMET SENSATION

Nearly 1,000 foodies converged in downtown Cincinnati to experience this unique culinary event.

Premier regional and national chefs created their favorite dishes served in a dinner-by-the-bite style. Cincinnati's young professionals joined in on the festivities at the exciting YP Late Night portion. More than \$70,000 was raised in support of programs at Hospice of Cincinnati.

Hamilton on Sept. 24, 2011, and Cincinnati on Oct. 15, 2011

Last fall, these family and pet-friendly memorial walks honored the many lives touched by Hospice of Hamilton and Hospice of Cincinnati's compassionate end-of-life care. Teams of co-workers, neighbors, family and friends enjoyed a stroll through the streets of Hamilton and Blue Ash while raising nearly \$95,000.



Nov. 9, 2011



Mary Jo's Angels is the newest Foundation event inspired by our dear friend and philanthropist, Mary Jo Cropper. The inaugural

awards luncheon recognized five honorees who love, care for and support people in their lives fighting cancer. Nearly \$200,000 was raised in support of clinical research at the Mary Jo Cropper Family Center for Breast Care.

May 1, 2012



Lt. Col. Oliver North was the guest speaker at the 11th annual Bethesda LYCEUM speaker series. Guests were able to meet Lt. Col. North at a book signing following

his remarks. More than \$130,000 was raised to support the construction of a new Cancer Care and Ambulatory Treatment Center at Bethesda North Hospital.

May 20 and 21, 2012



This year's Hospice of Cincinnati & Fernside Summertime Classic featured a Sunday dinner

with live and silent auctions and a Monday golf scramble on Kenwood Country Club's two courses. Bereavement programs for children, teens and adults in our community will be supported from the more than \$100,000 raised.

Our Corporate Partners

In 2006, the Bethesda Foundation introduced a unique opportunity—Corporate Partnership—to support our events benefiting the programs we fund. Corporate Partners make one annual gift in support of all of Bethesda Foundation's signature events, which entitles them to recognition at all events as well as specific benefits related to each event. The Bethesda Foundation is pleased to recognize our fiscal year 2012 Corporate Partners.

American-Mercy Home Care
Amerimed
Auxiliary of Bethesda Hospital
Bethesda Inc.
Cornerstone Medical Services
Fifth Third Bank
Fort Washington
Investment Advisors
Harry's Corner Flooring
Jedson Engineering
Patient Transport Services
Claire B. Phillips
Therapy Support
TriHealth

Foundation Makes Renovation a Reality

Updated maternity ward to open in 2013

If it weren't for the Bethesda Foundation, Bethesda North Hospital would not be renovating its maternity ward for the first time since 1991.

In spring 2013, the renovation will be complete, creating an environment where staff can provide even better care. This renovation was made possible through community philanthropic gifts led by Harold and Margret Thomas and Western & Southern Life Insurance Company.

"Things have changed in the past 20 years," says Alan Altman, M.D., Ob-Gyn, medical director of Labor and Delivery Services and president-elect of the hospital's medical staff. "The maternity ward needed an update not only in terms of appearance but also functionality."

For example, there has never been a dedicated triage area where patients could be evaluated. A new triage area makes the process more private and efficient.

The entire unit is being renovated, starting with the main desk, which will better accommodate the hospital's new electronic health record system. Updated patient rooms will be more comfortable and keep mothers and babies together right after delivery.

"Our staff is going to be able to move around more easily within each room and across the entire unit," Dr. Altman says. "This will mean better care and a more pleasurable experience for patients and their families."

"We've been wanting to do this for about five years," Dr. Altman says, "and the work of the Foundation helped make it possible."



The Sanchez family welcomes their newest member, Violeta, who was born at Bethesda North Hospital.



Warren County Sheriff's Sgt. Brandon Lacy says trained professionals like Jan Graham, R.N., program administrator, are crucial to building sexual assault cases.

CARES Team Offers Compassion, Hope for Assault Victims

For victims of sexual assault and domestic violence, there is comfort in knowing the Center for Abuse and Rape Emergency Services (CARES) is there to help bring their attackers to justice. The program, funded by the Bethesda Foundation, provides exams for victims of abuse and sexual assault (male and female, ages 14 and older), then presents evidence and documentation to the police.

"The impact is significant. We have such a huge community outreach," says sexual assault and forensic nurse examiner Jan Graham, R.N., forensic coordinator and administrator of the program. "I rely on the Foundation."

Round-the-Clock Care

Graham and her team are on-call 365 days a year, 24 hours a day, and see about 130 cases a year—a number that continues to increase as more victims report these types of crimes. And the team's work is essential to police and prosecutors.

"We appreciate that we're dealing with professionals who know assault and know how to speak with victims," says Sgt. Brandon Lacy of the Warren County Sheriff's Office. "It helps us in our casework."

In addition to collecting evidence, the CARES team also provides expert testimony in court. "Having a nurse who specializes in assault and can testify as to how injuries were sustained is crucial," Sgt. Lacy says. "It's critical to have a program like this to prosecute sexual assault."

And, Graham notes, it's because of the Bethesda Foundation that this program has been able to continue and grow. "It's taken us several years, but we've gotten some serial rapists off the streets," she says. "Hopefully, we've even prevented some deaths."

Breathing Easier

Grant helps fund research for patients with COPD and arthritis

Take a deep breath: For many of us, that feels good, but for people with chronic obstructive pulmonary disease (COPD), taking a breath can be painful. At Bethesda North Hospital, pulmonary rehabilitation helps retrain patients to make breathing easier. Aerobic exercise is a key part of rehab, but for patients who also have arthritis, the pain can be too much.

"Last year, we had a high dropout rate for people who had arthritic limitations," explains Shawn Chapman, RRT, Pulmonary Rehab program coordinator. "They couldn't exercise because it was too painful."

With grant funding from the Bethesda Foundation, a team led by pulmonologist Craig Eisentrout, M.D., is studying how to modify exercise to help these patients stay in their rehab programs.

The funds were used to purchase two Biodex machines, semirecumbent elliptical machines that allow patients to sit down while simulating walking. Without the Foundation's grant, this equipment purchase wouldn't have been possible.

"The best thing about this equipment is that there is zero joint impact," Chapman says. "But they're moving their arms and legs and burning calories."

The results of the study, which is expected to conclude in March 2013, are promising.

"The research so far shows that exercise on the Biodex allows patients to exercise longer and with less pain," says Dr. Eisentrout, the study's primary investigator. "The more active these patients can be, the better it is for both their COPD and their arthritis. We're very excited about the potential."



Patient Ginny Beemer uses the Biodex semirecumbent elliptical machine.



The Schmidt family feels blessed to have the support of The Goldstein Family Grief Center.

A Healing Place

Promoting healing for life after loss

Stephanie Schmidt and her children have experienced more than their share of loss. But they are grateful for the compassionate support they found at The Goldstein Family Hospice of Cincinnati and Fernside Grief Center.

Schmidt, her husband Doug, and their older child, a daughter, initially came to Fernside, A Center for Grieving Children, in 2005 after they lost a baby girl at birth. A few months later, with another baby on the way, Schmidt's husband committed suicide, prompting her and her daughter to come back. Last year, she realized that her two younger children were struggling with grief and again, she sought help. This occurred just as The Goldstein Family Grief Center was opening its doors.

"When we walked in, the people at the center made me feel like everything was going to be OK," Schmidt says. "It's been so important for me and my kids to know we're not alone in the journey of grief."

Bethesda Foundation supports the fundraising for The Goldstein Family Grief Center, which includes Fernside and the Hospice of Cincinnati Adult Grief Services. Fernside is completely supported by the mission of Hospice of Cincinnati.

The Grief Center offers support groups, individual counseling, and other programs to help people of all ages cope with grief. Schmidt and her children, now ages 14, 8 and 6, have participated in support groups that address her and her children's specific needs. Through these groups, Schmidt has also formed new friendships.

"A lot of it is hands-on, like launching a balloon up to your loved one in heaven, which we still do on special occasions because it means a lot to my kids," Schmidt says. "People in Cincinnati are blessed to have a program like this."

Strength In Numbers

**Fiscal year 2012:
July 1, 2011–June 30, 2012**

Tribute Gifts

Gifts to the Bethesda Foundation can be made in honor or memory of a loved one or as a way of saying “thank you” to a physician, a nurse, a staff member or a volunteer. All of these gifts help support the programs and services at Bethesda North Hospital, Hospice of Cincinnati and Fernside. Of the 22,437 gifts received by the Bethesda Foundation in fiscal year 2012, nearly 75 percent of them were tribute gifts.

Auxiliary of Bethesda Hospital

Over the past 50 years, the Auxiliary of Bethesda Hospital has contributed more than \$7 million to help purchase medical equipment, promote social services and support Bethesda’s healing mission. To provide comfort and care for patients, the Auxiliary awarded grants totaling more than \$80,000 in fiscal year 2012 to purchase items including equipment to assist with intubation and IV access, Healing Touch volunteer training, and materials for handmade prayer shawls, chemotherapy caps, baby caps and quilts for premature infants.



A. U. X.
*The Auxiliary of
Bethesda Hospital*

Planned Gifts

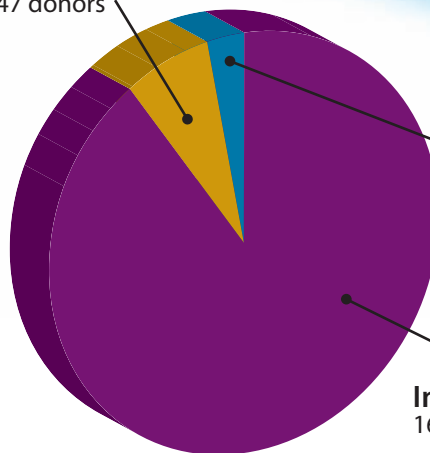
Nearly 400 philanthropic-minded individuals have made a commitment over the past 38 years to support beyond their lifetimes Bethesda North Hospital, Hospice of Cincinnati and Fernside. These legacy gifts will help ensure that their favorite charity can continue its benevolent work for future generations. In fiscal year 2012, 23 planned gifts totaling more than \$375,000 were received that will fund diabetes education, clinical breast cancer research, compassionate end-of-life care and bereavement services.

DONOR BREAKDOWN

Organizations
1,147 donors

Foundations
75 donors

Individuals
16,284 donors



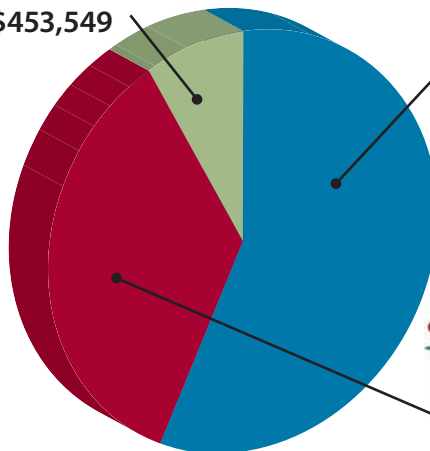
GIFTS RECEIVED IN SUPPORT OF:



\$453,549



\$3,417,747



\$2,115,377