



**CHANGING  
LIVES,  
SAVING  
LIVES**



**B Bethesda**  
BETHESDA FOUNDATION INC.

**2013 REPORT TO OUR COMMUNITY**

THE BETHESDA FOUNDATION, INC.

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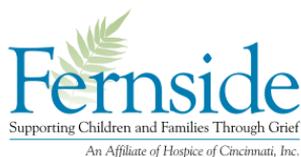
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# Bethesda

BETHESDA FOUNDATION INC.



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# TOGETHER WE MAKE A DIFFERENCE. TOGETHER WE CHANGE LIVES.

There are few greater feelings than to know you're making a difference. Whether you coach a youth sport, volunteer in your church or embrace the challenges of parenting, it's rewarding to witness the results of your labors. We feel the same way at Bethesda Foundation. Yet, we know our work would not be possible without the support of our community.

Through the more than 17,000 individuals, foundations and organizations that provided support in the last fiscal year, Bethesda North Hospital, Hospice of Cincinnati and Fernside have become even greater resources for those in need. Our generous community is helping:

- Reduce anxiety in hospice patients through a unique pet-focused program
- Provide cancer patients a boost in their recovery
- Support seniors who wish to continue living independently
- Improve care through a growing simulation center

By working together, we impact more people and change more lives than any of us could alone. We invite you to review the stories on the following pages for a small glimpse into how together, we are making a difference.

With sincere appreciation for your support,



Andrew A. Swallow, CFRE  
President and CEO  
Bethesda Foundation, Inc.



Edmund W. Jones, MD  
Chair, Board of Trustees  
Bethesda Foundation, Inc.

*Andrew A. Swallow, CFRE (left), and Edmund W. Jones, MD*



# WHAT WILL BECOME OF MY PET?

## PET SUPPORT PROGRAM PROVIDES PEACE OF MIND FOR PATIENTS

The unconditional love and affection from a pet can transcend time and space. For terminally ill patients, the benefits of pet ownership can magnify. A new program at Hospice of Cincinnati, called Pet Peace of Mind®, recognizes and supports the deep, loving relationship between many patients and their pets.

“The program is extremely important because the pets are part of the family, and sometimes it’s just the patient and their pet,” explains Tina Bross, supervisor, Holistic Services. “Knowing we care about their animals as much as we care about them gives patients comfort.”

Pet Peace of Mind covers pet boarding, routine vet care, food, placement (re-homing), in-home pet services, grooming and other needs, Bross says, “—whatever is needed to put the patient at ease about their pet’s well-being.” Initial funding has included a \$5,000 start-up grant from the Banfield Charitable Trust, the social giving arm of PetSmart, and a \$6,000 grant from the Kenneth A. Scott Charitable Trust, a KeyBank Trust.

### THE NAME SAYS IT ALL

For Juanita Stanton of Hamilton, Pet Peace of Mind

has helped reduce anxiety regarding a long-overdue nail trim for her two dogs, Aubrey and Maddie. “I couldn’t ask for anything more,” Stanton says. “My dogs mean a lot to me. I’m here all the time with them. I love them to death.”

Besides a nail trim, her pets also received baths as well as a supply of their favorite dog food. Bross recalls Stanton’s gratitude. She was overjoyed and said, “You just have no idea how much this means to me.”

The program began in early 2013, following many years of staff piecing together the pet-related needs of their patients. It’s part of a national program begun in 2007 by a vet who’s also a hospice chaplain. “We’ve known this is an issue,” Bross says. “Patients accept their diagnosis, but they often struggle with the idea of leaving their pets behind. They think, ‘What’s going to happen to my beloved pet?’”

During the first six months, the program had already assisted eight patients, 11 cats and 11 dogs. “But we’ll care for horses, birds, reptiles and anything in between,” Bross clarifies.

“If it’s important to the patient, it’s important to us.”

HOSPICE OF CINCINNATI  
PATIENT JUANITA STANTON  
WORRIES LESS ABOUT  
THE WELL-BEING OF  
HER PETS THANKS TO  
A NEW DONOR-FUNDED  
PROGRAM CALLED  
PET PEACE OF MIND®.



# STRONGER THAN EVER

## PROGRAM HELPS CANCER PATIENTS GET BACK THEIR LIVES

Mary Ann Murdock is not one to watch the world go by. She's known for her unbridled enthusiasm and as the one who brings people together. In 2010, that all changed - at least for a short time.

Murdock was diagnosed with multiple myeloma, a blood cancer related to lymphoma and leukemia. After undergoing nearly a year of treatment and recovery, she saw a flier at her physician's office that promoted the Cancer Wellness Program at the TriHealth Fitness and Health Pavilion.

"I had to do something!" she declares. She was struggling with regaining strength and endurance. She recalls even having a hard time walking despite her petite frame.

The Cancer Wellness Program proved to be the answer Murdock was seeking. The program began in Fall 2011 to help cancer patients improve their physical and psychological health through a structured exercise program as well as holistic offerings.

The eight-week session not only helped rebuild Murdock's muscles and strength, but her bones became

stronger as well. The blood disorder had caused holes to develop in some of her bones. She was on medication to rebuild bone, but she also credits the Cancer Wellness Program for her rapid bone repair.

"Your muscles and bones just get stronger," she notes. During follow-up testing, her physician was in disbelief with her progress. "We really surprised the doctors," she beams.

### DATABASE TO SHED LIGHT ON PROGRAM RESULTS

Beginning in Spring 2012, thanks to a community outreach grant from Bethesda Foundation, the Cancer Wellness Program began collecting data from participants who agreed to have their pre- and post-program information entered into an analytical database.

Oncology Clinical Nurse Specialist Lynne Brophy, RN, MSN, AOCN, is clinical liaison for the program. She notes that research has shown the benefits of exercise for many chronic conditions, especially related to measurements of fatigue, pain, depression and motivation, but little comprehensive data is available specific to cancer patients. "Our research team is very interested in how these measurements affect our population of patients and their overall quality of life."

Ultimately, Brophy says, "We want to gather enough data to demonstrate to insurance companies the beneficial effects of exercise for cancer patients and convince them to provide reimbursement for the program." She compares this effort to the path cardiac rehabilitation took before insurance companies began reimbursing those programs.

Murdock was so pleased with her results that that she signed up for a second session. While she credits the Cancer Wellness Program for helping her regain and reclaim her previous self, it's third on her "thank you" list.

"I thank God first and the people who prayed for me."



**MARY ANN MURDOCK IS GRATEFUL TO TRIHEALTH'S CANCER WELLNESS PROGRAM FOR HELPING HER REBUILD HER STRENGTH AND OVERALL QUALITY OF LIFE. THE PROGRAM AIMS TO EVENTUALLY ENCOURAGE INSURANCE COVERAGE USING RESULTS FROM A DATABASE THAT IS BEING FUNDED BY A BETHESDA FOUNDATION RESEARCH GRANT.**

# INDEPENDENCE THROUGH A LITTLE BUTTON

## HOME CONNECTIONS HELPS SENIORS LIVE AT HOME SAFELY

What do spaghetti and meatballs, homemade pie and “Judge Judy” have in common? These are a few of Louise Gibson’s favorite things. And at a spry 91 years of age, she continues to experience these simple joys in the comfort of her own home – safely, securely and worry free. TriHealth Home Connections and a community outreach grant from the Bethesda Foundation are making this possible.

The grant subsidizes subscriptions to TriHealth Home Connections, a personal emergency response service, for 100 low income frail seniors. According to program manager Kim Tither-Margroum, all subscribers have at least one acute or chronic illness, and 65 percent are over 80 years old.

“Without this support, many people would be living in an institutional setting, no longer able to live independently,” she explains. The funding also helps current subscribers keep their personal emergency units when they no longer qualify for government-sponsored programs due to cutbacks. For Gibson, it has allowed her to stay in her home of 37 years.

### WORRY-FREE LIVING

“I’m perfectly happy here,” she says, “long as I can do my own thing.” Her 5-foot frame sits tall in a multi-floral chair. A lifetime of memories decorate an entire wall of her living room.

A widow of 25 years, Gibson is accustomed to living by herself. But as the years have passed, doing so has proven risky at times. Daughter Janis Wakeman suggested TriHealth Home Connections about five years ago after her mother fainted and had to be taken to the hospital. While reluctant at first, Gibson agreed to wear the little white button.

“I said, ‘That’s for old people,’ ” Gibson chuckles. But she came to understand how the service gave her and her family peace of mind. “The truth is, I feel safe. I feel like I have another person with me all the time.” She also likes that her children don’t have to worry about her as much. Wakeman agrees.

“My biggest fear is her falling,” she confesses. “We can’t be with her all the time. If she does need something, she can just push that button and she won’t be lying on the floor for two days.”

Living independently also keeps Gibson in familiar surroundings, allowing her to confidently continue activities such as taking out her garbage, doing laundry and cooking every day. Others benefit from her independence as well. Two days a week, Gibson volunteers at the Hyde Park Senior Center.

Without Foundation support, many people wouldn’t be able to afford the service due to limited fixed incomes, Tither-Margroum notes. Gibson is happy this is a bill she doesn’t have to worry about. “I would be lost without it,” she says.

“She’s happiest here,” Wakeman declares, smiling across the room at her mom. And while Gibson has never had to push the button for help, she understands the value of having the service.

“I know it’s there.”



**COOKING IS A FAVORITE ACTIVITY FOR 91-YEAR-OLD LOUISE GIBSON, WHO CONTINUES TO LIVE SAFELY IN HER HOME OF 37 YEARS THANKS TO A BETHESDA FOUNDATION COMMUNITY OUTREACH GRANT THAT FUNDS FREE AND DISCOUNTED SUBSCRIPTIONS TO TRIHEALTH HOME CONNECTIONS.**

# AS CLOSE TO REAL AS IT GETS

## SIMULATION CENTER OFFERS LIFELIKE ENCOUNTERS FOR IMPROVED PATIENT CARE

His face turns blue. His chest rises and falls irregularly. You assess the patient as having an airway obstruction. But what if you're wrong?

If you're undergoing training at the TriHealth Center for Simulation and Education, it's all part of honing your clinical skills. The center creates varied real-life scenarios for training and continuous education purposes - so real that if you make a mistake, the patient simulator lets you know by declining or dying.

Located at Bethesda North Hospital, the center offers simulated adult, pediatric and neonatal patient encounters that improve critical thinking, judgment and clinical skills, according to Mike Moyer, director for the center.

"The community benefits because many of our participants are training for something they haven't experienced yet [in real life]," he explains. "They get to do all this before they touch a real human being."

The center has received multi-year support from the Bethesda Foundation that began with proceeds from annual Bethesda LYCEUM events. Since the center's opening in 2005, Foundation support has continued, helping it develop into what is now the area's most comprehensive simulation center, according to Moyer.

The Simulation Center educates paramedics, physicians, nurses and other groups such as University of Cincinnati Air Care/Mobile Care, the Hamilton County Police Association SWAT Team and military units.

TriHealth benefits through department-specific scenarios where teamwork and communication are critical. This is key,

Moyer says, since "Out of all medical errors, 70 percent are attributed to communication errors."

Many departments request training that revolves around a patient who is declining or deteriorating, he explains. It helps them better prepare for when to take care to the next level. "That's where the intensity is high, the stress level is high - where you really perform as a team."

### MORE CONFIDENCE IN THE FIELD

Doug Wehmeyer, battalion chief, Deerfield Township Fire Rescue, says the center trumps the flashcard and "dummy" approach of traditional teaching methods. Wehmeyer also is a graduate of Bethesda's Paramedic Training Program.

"The dummy can't talk back. You have to make believe everything," he notes. But with simulators, they talk and can even tell you what is wrong depending on the scenario, just like a patient. Deerfield regularly sends it paramedics to the center for training - new and seasoned professionals alike. The township also utilizes the center in its hiring process.

"There's no better way to tell how a paramedic is going to perform than to put him in front of the simulator," he claims. "It's as real to life as what our guys are going to see in the field. They have to act, they have to perform, or the patient [simulator] is going to die." As a result, he says, it promotes more confidence in the field.

"It's ensuring we put the best paramedics on the street based on their ability to physically do the job."



**DOUG WEHMEYER, BATTALION CHIEF (SECOND FROM RIGHT), STANDS WITH FELLOW PARAMEDICS FROM DEERFIELD TOWNSHIP FIRE RESCUE. THE TOWNSHIP REGULARLY SENDS NEW AND EXISTING PARAMEDICS TO THE TRIHEALTH CENTER FOR SIMULATION AND EDUCATION AT REDUCED PRICING, THANKS TO BETHESDA FOUNDATION SUPPORT.**

*Also pictured (L-R), Christian Elliott, Joe Nusbaum, Nick Rose and Jason Todd*

# PROFILES IN GIVING

Joe Setaro is helping ensure all Greater Cincinnatians receive the “angel-like” care provided to his wife, Iris, by naming Hospice of Cincinnati in his will.



## JOE SETARO ON A MISSION TO HELP OTHERS

I’ve not done anything. They’ve done for me.”

Joe Setaro uttered this humble response as he described being inducted into Bethesda Foundation’s Legacy Society for his inclusion of Hospice of Cincinnati in his estate plans.

Truth is, he has done something. Something very beautiful.

In 2006, Setaro lost his wife, Iris, to uterine cancer, a secondary cancer to a previous breast cancer diagnosis. After surgery to remove a uterine mass and news of more

tumors a year later, “she realized the most intelligent thing to do was to contact Hospice of Cincinnati,” he recalls.

“It’s not that she gave up,” he explains. “She just couldn’t go on physically, and she didn’t want to take the drugs anymore.” Setaro describes the care his wife and family received as “awe-inspiring.”

“It’s not a nice thing you’re facing - knowing you’re going to be left alone,” he recalls. “Here we were, with people who were at one time strangers, and they were now guiding her to the next plane. ... God’s on the one side and they’re on the other. How can I not get through it?”

In honor of his wife and in appreciation of the care she received, Setaro has named Hospice of Cincinnati in his will. “I just want to be a tiny little part of a magnificent organization. I’m hoping to leave this place a little bit better when I go away than when I came.”

But Setaro doesn’t stop there.

Upon several visits to his wife’s grave, lovingly placing flowers at her headstone each month, he realized he could do more to ensure that others received the same high quality end-of-life care. “I find that a greater gift to her is to help someone else in her position.”

So, Setaro decided to make a monthly contribution to Hospice of Cincinnati in Iris’s memory. “It’s like putting flowers on her grave every month.”

Setaro contends that the people working at Hospice of Cincinnati must be “God-sent angels” to handle the stresses involved with end-of-life care. “They administer the dignity someone needs in the last stage of life. ... My God’s mission is to help them out as much as I can.”

## STUART DONOVAN, MD AND LYNN ROGERS, MD MORE KNOWLEDGE PROMPTS SUPPORT

Stuart Donovan, MD, knew where he wanted to practice medicine upon completing his surgical residency - in the same community where he grew up. And at the same hospital where he was once an Emergency Room volunteer. “It’s been an easy fit for me,” he notes of his 25-year affiliation with Bethesda North Hospital.

His wife, Lynn Rogers, MD, also practices at Bethesda North as a physician member of Anesthesia Group Practice. Together, they support the Bethesda North Hospital Annual Fund, helping ensure comprehensive, high quality health care for their community.

Stuart Donovan, MD, and his wife, Lynn Rogers, MD, began contributing to the annual fund after learning more about the role Bethesda Foundation plays in ensuring the highest quality health care in our community.



"We began supporting the annual fund when we started realizing what the Foundation does," Dr. Donovan explains. Through a number of leadership positions, including multiple terms as Department of Surgery chairman and his current role as president of Bethesda North's Medical/Dental Staff, Dr. Donovan began to take note of some of the hospital programs and services made possible through Bethesda Foundation's support.

"We had always attended fund-raising events, but the annual fund was really the beginning of a more personal commitment," he says. "The fund has touched so many parts of Bethesda. The prestige of Bethesda North and TriHealth has gone up with such Foundation-supported services as the breast center and Hospice of Cincinnati."

Dr. Donovan gained additional knowledge of the Foundation while serving on its Development Committee. "I would go to meetings and see the quality of people - impressive people - doing very impressive things," he says. But it goes even deeper than learning what the Foundation does and who it impacts. Dr. Donovan, who also serves as co-director for the recently developed TriHealth Surgical Institute, appreciates how Bethesda North and TriHealth tap physicians to help improve the health of our community. "There's a genuine commitment to involve physicians in management and operations, which allows us to impact health care on more than a patient-by-patient encounter."

Dr. Donovan is not the first in his family to support Bethesda North. His mother, Eleanor, is a hospital volunteer and Bethesda Auxiliary member. Today, Dr. Donovan continues his family's support through the annual fund. "I know the money will be well spent and not only help the hospital but also this community."

## ***THERAPY SUPPORT, INC.*** **KEEPING IT LOCAL**

**Therapy Support, Inc.** owner and co-founder Brian Pavlin stands with Vicky Ott, Fernside executive director, on the greens of the annual Hospice of Cincinnati and Fernside Summertime Classic. Pavlin has supported the event both as a golfer and as a Corporate Partner.



Some business relationships are just that - business. But for Brian Pavlin, owner and co-founder of Therapy Support, Inc., supplying Hospice of Cincinnati with medical equipment goes far beyond business.

"We're a team," he professes. And it's no wonder. Hospice of Cincinnati and Therapy Support exhibit a similar patient care approach. "We share an obligation to care for every patient, like we would care for our own loved ones.

"This teamwork also extends to educating Therapy Support employees. Chaplains with Hospice of Cincinnati have worked closely with delivery staff. Pavlin says it helps

employees better know what to expect when they enter a dying person's home.

As the relationship has grown, so has Therapy Support's philanthropy. The company began supplying medical equipment to Hospice in 2000. Within a few years, it was purchasing golf foursomes for the annual Hospice of Cincinnati and Fernside Summertime Classic golf tournament, which it continues to do today. In 2006, Therapy Support became a Bethesda Foundation Corporate Partner, providing a one-time annual gift in support of all events benefitting programs supported by the Foundation.

"It's important for us to support our local community," Pavlin explains. "It's part of the fabric of our company. It's all we know." Employees provide additional support by participating in the annual Hike for Hospice of Cincinnati, and one employee currently serves on the planning committee for A Gourmet Sensation.

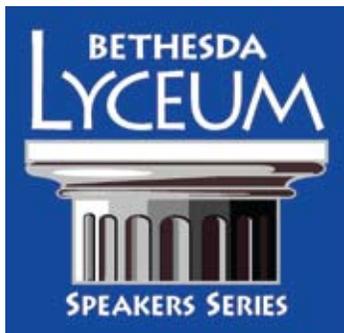
Pavlin says corporate and community support is essential to the well-being of any community. "So many agencies wouldn't survive without it," he asserts. "It helps organizations extend resources they otherwise could not provide." He also notes that the support has to be consistent. "They have to be able to count on people in the community who will support the cause each year."

Hospice of Cincinnati does a lot for the community, Pavlin says. "When you see what these nurses do and how Hospice of Cincinnati cares for the whole person and well-being of the family, you understand that it's all so important. They do a great job, and people need to know that," he continues. "As long as I'm here, I'll continue supporting them 100 percent."

# THESE SPECIAL EVENTS ALLOW OUR PROGRAMS TO CHANGE LIVES.

*During fiscal year 2013, the Bethesda Foundation hosted 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.*

## A GOURMET SENSATION



*Hospice of Cincinnati*

## SUMMERTIME CLASSIC

Supporting Fernside: A Center for Grieving Children

### A GOURMET SENSATION SEPTEMBER 8, 2012

A perennial favorite of Cincinnati foodies, the 23rd annual A Gourmet Sensation raised nearly \$150,000 to benefit Hospice of Cincinnati. Attendees experienced a unique culinary event with 24 premier regional and national chefs serving their favorite dishes in a dinner-by-the-bite format. Each delicious creation was perfectly paired with a signature wine and craft beer. Cincinnati's young professionals joined in on the festivities at the exciting YP Late Night party with dancing to live music by local R&B band, 2nd Wind.

### HIKE FOR HOSPICE HAMILTON - SEPTEMBER 22, 2012 CINCINNATI - OCTOBER 6, 2012

These family- and pet-friendly memorial walks honored the many lives touched by the compassionate end-of-life care provided by Hospice of Hamilton and Hospice of Cincinnati. New to the Cincinnati hike was a competitive 5K run. Combined, these events raised more than \$150,000. Teams of co-workers, neighbors, family and friends enjoyed a stroll through the streets of Hamilton and Blue Ash while supporting high quality, patient-focused clinical care as well as holistic services and bereavement programs.

### MARY JO'S ANGELS NOVEMBER 14, 2012

The 2nd annual Mary Jo's Angels luncheon raised more than \$300,000. Inspired by devoted Bethesda friend, Mary Jo Cropper, the event paid tribute to five honorees that exemplify Mary Jo's grace and compassion. Mindy

Atwood, Bonnie & Tom Collins, Judy Conrad, Ed Hartman and Miriam McAllister were recognized for the love, care and support they selflessly give to people fighting cancer. Event proceeds support clinical research at the Mary Jo Cropper Family Center for Breast Care.

### BETHESDA LYCEUM MAY 1, 2013

Sharing his inspirational message of perseverance and the power of a positive attitude, Olympic gold medalist Scott Hamilton was the guest speaker at the 12th annual Bethesda LYCEUM. This annual speaker series has brought prominent public figures such as astronauts Buzz Aldrin and Jim Lovell, broadcast journalist Tom Brokaw and former Secretary of State Colin Powell, to Cincinnati to offer their unique perspectives. Benefiting the TriHealth Cancer Institute at Bethesda North Hospital, this year's event raised more than \$150,000.

### HOSPICE OF CINCINNATI & FERNSIDE SUMMERTIME CLASSIC MAY 19 & 20, 2013

The 12th annual Hospice of Cincinnati & Fernside Summertime Classic raised more than \$200,000, offering both golfers and non-golfers the opportunity to support bereavement programs for children, teens and adults. This two-day event included a dinner for nearly 300 guests who bid on silent and live auction packages and learned about how helpful Fernside was to a family grieving the loss of their daughter. The following day, more than 200 golfers enjoyed an afternoon scramble at Kenwood Country Club.



A

**A) Summertime Classic**

A golfer warms up before the golf outing

**B) Summertime Classic**

Local 12 WKRC's Bob Herzog rallies dinner guests during an exciting live auction



B

**C) Bethesda LYCEUM**

LYCEUM guests enjoy an evening with Olympic gold medalist Scott Hamilton

**D) A Gourmet Sensation**

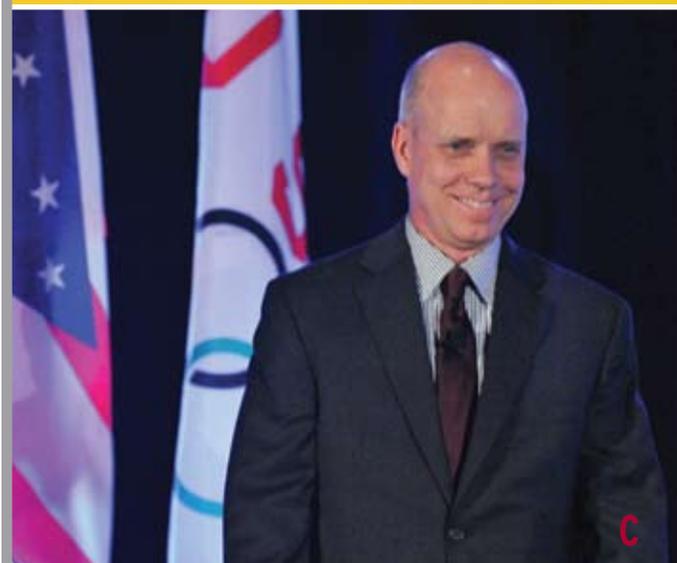
Chefs like Don Yamauchi of the Motor City Casino in Detroit volunteer their time and talents to indulge the palate of Cincinnati foodies

**E) Hike For Hospice**

Hikers and runners hit the streets of Blue Ash and Hamilton under sunny skies

**F) Mary Jo's Angels**

Angel honorees make a difference in the lives of cancer survivors



C



D



E



F

## OUR CORPORATE PARTNERS

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 2013 Corporate Partners.

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**Therapy Support, Inc.**

**TriHealth**

# YOU CAN COUNT ON US

2012-2013 BETHESDA NORTH HOSPITAL ANNUAL FUND

*In July 2011, the Bethesda Foundation established an annual fund campaign to raise money for Bethesda North Hospital. Gifts to the annual fund help ensure Bethesda North Hospital has the resources it needs to continue providing the highest quality of care to our patients and their families. Between July 1, 2012 and June 30, 2013, annual fund donors contributed more than \$146,000 in support of patient care, charity care, research, scholarships and capital improvements.*

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## 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 granted to donors who have included Bethesda Hospital, Hospice of Cincinnati or Fernside in their wills, charitable gift annuities, trusts or other planned-giving arrangements. We are truly grateful for the generosity of our nearly 400 Legacy Society members.*

*The Bethesda Foundation is pleased to recognize the following individuals who joined the Bethesda Legacy Society between July 1, 2012 and June 30, 2013.*

Mr. Louis Barg\*  
Ms. Agnes M. Binder\*  
Mr. & Mrs. Alfred Burton Closson, Jr.  
Mrs. Ellen M. Conners  
Mrs. Nora L. Federle\*  
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Ms. Mary T. Verkamp\*  
Dr. Nolan Weinberg

\*deceased

# WITH THANKS TO OUR DONORS

*We continue to be inspired by the generosity of our community. In fiscal year 2013, more than 22,000 philanthropic gifts were received by the Bethesda Foundation in support of Bethesda North Hospital, Hospice of Cincinnati and Fernside. We would like to acknowledge our donors who made generous gifts of \$5,000 or more between July 1, 2012, and June 30, 2013.*

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*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.*

## STRENGTH IN NUMBERS

### Fiscal Year 2013: July 1, 2012 – June 30, 2013

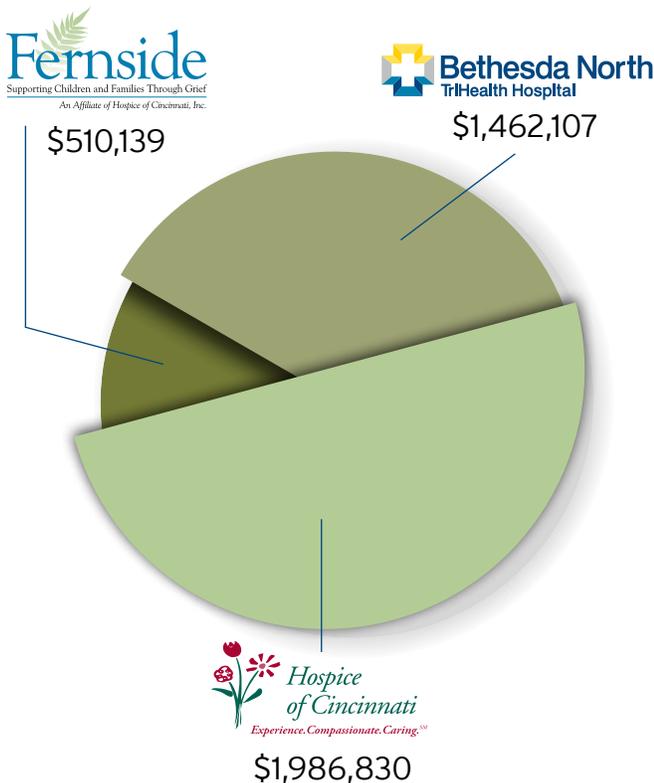
**NEW SCHOLARSHIP FUND** In fiscal year 2013, the Liu Xiaoming Scholarship was established through the Bethesda Foundation to provide educational funds for employees in the Bethesda Radiology department and employees of the TriHealth Cancer Institute at Bethesda. Family and friends of Liu “Ming” Xiaoming, an employee in the radiology department for more than 13 years, wanted to honor her memory by supporting ongoing staff education.

**TRIBUTE GIFTS** Bethesda Foundation receives honor and memorial gifts from grateful patients and families. In fact, of the 22,661 gifts received in fiscal year 2013, more than 65 percent of them were made in honor of a physician, nurse, staff member or volunteer or in memory of a loved one. All of these gifts help support the programs and services at Bethesda North Hospital, Hospice of Cincinnati and Fernside.

**AUXILIARY** Since 1962, the Auxiliary of Bethesda Hospital has contributed nearly \$8 million to help purchase medical equipment, promote social services and support Bethesda Hospital's healing mission. To provide comfort and care for patients, the Auxiliary awarded grants totaling nearly \$47,000 in fiscal year 2013 to purchase items including jaundice meters for assessing newborns, portable radios for security staff to communicate with local fire departments, and materials for handmade prayer shawls, chemotherapy caps, baby caps and quilts for premature infants.



#### GIFTS RECEIVED IN SUPPORT OF



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