

Caring Matters

Fall 2007

23rd Festival of Trees Shines Spotlight on Diabetes Care



HONORARY CO-CHAIRS

Dr. Anne Rosenberg
Dr. Craig and Catherine Svendsen
Dr. Thomas and Laurie Smith
Dr. James and Virginia Giefer

Improving community health is the

focus as HealthEast Foundation prepares to kick off the joyous holiday season with the 23rd Annual Festival of Trees. One of the Twin Cities' most successful fundraising events, Festival will take place on November 9 and 10 at the Crowne Plaza St. Paul Riverfront Hotel.

HealthEast Diabetes Care, with a reputation of meeting national standards in diabetes care since 1986, will be the beneficiary of this year's event proceeds. According to Thomas Smith, MD, Endocrinologist and Director of Diabetes Care at St. Joseph's Hospital, "this year's event is unique in that the HealthEast Foundation is funding something that stretches across the entire HealthEast Care System. Diabetes is not site specific; it is diagnosed and treated at all of our clinics and hospitals. Our goal is to get as close to the patient as possible with these funds, working one on one with those who need the services most." Dr. Smith and his wife Laurie are this year's honorary physician chairs, along with Dr. James and Virginia Giefer, Dr. Craig Svendsen and Dr. Anne Rosenberg.

Today, diabetes is one of the most common and costly diseases, and new diagnoses are reaching epidemic proportions. Each year, diabetes costs Minnesotans \$2.3 billion in medical care, lost productivity, and premature mortality.



Our thanks to Festival of Trees designers

"Prevention is a vital key to success in curbing this epidemic," says Marsha Hughes, Director of Diabetes Care. "We need to invest resources on the front end as it costs less to educate and treat diabetes than it costs to treat the complications of diabetes." Hughes says the money will be used to:

- Enhance diabetes care coordination for our hospital patients
- Expand diabetes services in the HealthEast clinics
- Provide more services in the community for screening for diabetes

Thanks to Festival of Trees, community supporters have contributed close to \$4 million through the years for health and wellness programs throughout the community.



23RD ANNUAL FESTIVAL OF TREES

The Crowne Plaza
St. Paul Riverfront Hotel
November 9 and 10, 2007

Style Show and Luncheon Friday, November 9 10 am to 2 pm

Includes a holiday store, luncheon and style show featuring men's and women's fashions from Sonnie's and Heimie's Haberdashery. Tickets are \$75 per person.

Wine tasting & auction Friday, November 9 6:30 pm to 10 pm

"Toast to the Season" wine tasting invites attendees to enjoy fine wines and hors d'oeuvres while trying their luck during the live and silent auction and raffle. Tickets are \$50 per person.

Gala Saturday, November 10 5 pm to midnight

Grand Holiday Gala features live and silent auctions, a fabulous dinner, and dancing to Mark Bloom & Marquis Music. Tickets run from \$175 to \$275 per person.

For more information about the 2007 Festival of Trees, or to purchase tickets for any of the events, call the Foundation at 651-232-4990. If you are interested in becoming a volunteer, contact Mary Kaase at 651-232-4808.

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Philanthropy Highlights

Your Gifts Make a Difference

Our donors always appreciate hearing how their gifts make a difference in the lives of patients, their families and the health of our community. These highlights are our way of sharing the good news of philanthropy.

St. Joseph's Hospital

New Chapel

Philanthropic support will play a vital role in the creation of this unique and sacred space. Charitable gifts are needed to provide artwork commissioned by local artists and custom-made furnishings that reflect the history and mission of St. Joseph's Hospital.

Final Year of the Building on our Mission Campaign

Campaign volunteers and staff continue to make progress towards the goal of raising a minimum of \$8.5 million for the building and renovation project at St. Joseph's Hospital. Thanks to the generous support of employees, medical staff, auxiliary, volunteers, local corporations, and other close friends, we have raised over \$8 million to date.

Bethesda Hospital

Enright Memorials

In August, the Foundation received nearly \$7,000 in memorial gifts for the Terrance D. Capistrant Parkinson's Center from friends and family of the late Todd Enright. These gifts will help the Parkinson's Center provide the best possible treatment for patients so they may live their daily lives to their full potential. The gifts will also be used to create a national Center of Excellence for the treatment of Parkinson's.

History Center Endowment

In 2004, the Bethesda Nurse Alumnae Board presented a generous check to help establish a History Center Endowment Fund. Throughout the years, the Fund has grown and now contains over \$57,000, which is used for the preservation of artifacts and the documentation of Bethesda's rich past, present and future.

St. John's Hospital

Cancer Care Center Expansion

HealthEast Foundation is launching a capital campaign to help fund the Cancer Care Center expansion at St. John's Hospital. Among its many features, this new center supports an integrated cancer program by offering convenience for both patients and HealthEast medical staff, providing leading edge technology and treatments and unwavering support and guidance from the patient navigator. Community support is essential to fulfill our vision for this exciting project.

Medica Grant Produces

Outstanding Results

The HealthEast Foundation received a grant from Medica Foundation for prostate cancer outreach. The goals of the program included prostate cancer education, screening and treatment for African American men in the Twin Cities area. Since its implementation, three men have been diagnosed and treated for prostate cancer, and the number of men screened has increased by 140%.

Woodwinds Health Campus

Woodwinds Tea

The 2nd Annual Woodwinds Tea took place on July 18th. Friends, staff and volunteers gathered to hear Julie Schmidt, CEO, provide an update on the latest developments at Woodwinds Health Campus. Dr. Val Lincoln thanked donors for their gifts to integrative services and spoke about the increasing recognition of the scientific data supporting the positive impact of integrative services on the patient experience.

History Wall Unveiling

Woodwinds Health Campus unveiled 15 beautiful, three-dimensional art panels depicting its 7 year history. Each panel portrayed a new milestone in the hospital's history, including the vision of the founding leaders as well as its nationally recognized medical programs. The event took place on August 30th and was attended by community members, donors and employees.

Executive Vice President's Note



Linda Kay Smith
Executive Vice President
HealthEast Foundation

Look for the silver lining. St. Francis wasn't always a saint. A handsome young man – son of a very wealthy merchant – Francis lived the life of luxury and gaiety in his youth. He spent a considerable portion of his wealth in extravagant pleasure, eating and drinking with the young princes of the land. One day, when the princes mocked him for giving money to a beggar, Francis had an epiphany of sorts. He realized that he felt better physically when giving to others.

Can altruism – the act of simply doing something for others – actually improve our health? Several recent studies point in that direction. After many years of working in philanthropy, I have certainly seen anecdotal evidence of people “feeling good” about their giving. But until now, I didn't realize that “good feeling” translated into good health.

One study conducted by Allan Luks, author of *The Healing Power of Doing Good*, concluded that altruism can diminish the effect of diseases and disorders, both serious and minor, psychological and

physical. His experiment on more than 3,000 volunteers revealed that after an act of kindness, people first feel a “rush of euphoria” and then a long period of tranquility and well-being. During this stress-reduced period, immune system responses are improved. Luks also observed that 95 percent of his altruistic volunteers had better health status compared to others of the same age. A University of Michigan study reported that, among a group of 423 elderly couples studied for five years, the people who reported helping others were twice as likely to live longer than those who did not. It turns out that the process of cultivating a positive emotional state through pro-social behaviors - being generous – could actually lengthen your life.

In his book, *Bowling Alone*, Robert Putnam notes that civic connections are predictors of life happiness. In November, the HealthEast Foundation once again hosts one of the area's most successful civic connections – the 23rd Annual Festival of Trees. For two days, we celebrate our community and the generous individuals who support us. This year, true to our mission of supporting specific community health needs, our recipient is HealthEast Diabetes Care.

Join us in celebrating a season of giving. It's good for you!

An Update From 2006 Festival of Trees Beneficiary Terrance D. Capistrant, MD, Parkinson's Center

More than 1,400 people attended last year's Festival of Trees events and helped raise \$370,000 for the Terrance D. Capistrant, MD, Parkinson's Center at Bethesda Hospital. Since receiving the grant, the Parkinson's Center has used the funds in a variety of ways:

- New exercise equipment was purchased for the physical therapy unit at the Center, including a new treadmill, incline machine, lower limb strengthening cycle, and a “Lite-Gait” apparatus designed to help patients improve their balance.
- When the exercise program began one year ago, classes were only offered 3 days a week. With growing attendance and funds from the Festival of Trees, they are now able to offer exercise classes 5 days a week.
- A biannual education conference was created featuring a national speaker on cognitive disabilities related to Parkinson's Disease. The conference will be offered to physicians, nurses, as well as patients and their families.
- Additional support groups have been added as attendance has climbed to an average of 40 participants per meeting, with

some meetings including up to 70 participants. In addition, 14 support groups will be offered throughout the community to offer alternative locations.

- Two members of the medical staff will attend the Movement Disorder Symposium next Spring in Denver, CO, to learn the latest information on advancements in movement disorders.
- In the next few months, renovations will begin to expand the Center to provide more space for physical therapy and physical consultation with patients.
- Forming a speaker's team by adding Physical, Occupational and Speech therapists to our already established physician and nurse-practitioner lectures has increased community outreach efforts.
- The Center was pleased that Dr. Charles Ormiston has accepted the interim medical director position.
- The search for a movement disorders specialist has narrowed and they are optimistic about their recruitment of a highly qualified physician to fill that important position.
- Additional marketing resources have been utilized to promote the Center's goals in TV and newspaper public service messages.

Caring Makes a Difference in the Health of Our Community

If you are interested in making a gift to support a HealthEast hospital (St. Joseph's, St. John's, Bethesda or Woodwinds Health Campus), or one of your favorite health care programs, please contact HealthEast Foundation at 651-232-4990.

Donate Online by visiting our website at www.healtheast.org/foundation.

Our website is a comprehensive resource for charitable giving featuring E-brochures and many interactive features designed to answer all your questions about HealthEast giving opportunities, events, estate planning, charitable gift annuities and a wide variety of other topics. Visit often – new articles and information are added each month!

Don't Miss Out on a Tax-Saving Opportunity for Donors Aged 70½ or Older

A special window of opportunity is about to close. If you're older than 70 ½, you qualify for a tax incentive for charitable gifts. Through December 31, 2007, you can make a lifetime gift using funds from your individual retirement account (IRA) without any undesirable tax effects. Plus, you can make the gift now – while you are living and able to witness the benefits of your generosity. You may transfer up to \$100,000 per year directly from your IRA.

For more information on how to take advantage of the opportunity through the HealthEast Foundation, please call 651-232-4990.

Give and Receive: The Benefits of Year-End Giving


When you make a charitable gift to HealthEast Foundation by Dec. 31, 2007, you are entitled to significant tax savings while supporting our mission. The assets you give will determine your deductions when you itemize. For example:

- **Cash.** Your gift is fully tax-deductible up to 50 percent of your adjusted gross income (AGI) in the year you make your gift. You are allowed to carry over any excess deduction for five additional years.
- **Stock.** A gift of long-term appreciated stock offers two tax savings. First, you avoid capital gains tax. Second, you receive an income tax deduction—based on the increased value of the stock instead of its lower cost basis—of up to 30 percent of your AGI, with a five-year carryover for any excess.
- **Tangible personal property.** By giving personal property valued at \$250 or more related to our tax-exempt function, you may be eligible for a deduction for its fair market value up to 30 percent of your AGI, with a five-year carryover, and avoid capital gains tax. For a gift unrelated to our function, the deduction is limited to your cost basis up to 50 percent of your AGI.

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