

Caring Matters

Fall 2008



The Planes, Trains and Automobiles tree was created by 2007 Festival of Trees first-time designer Sadie Gardner. Many thanks to Sadie and all Festival of Trees designers who help create this magical experience.

24th Festival of Trees to benefit the National Brain Aneurysm Center

Get ready for an "Enchanted Holiday" with HealthEast Foundation's annual Festival of Trees on November 14 and November 15 at the Crowne Plaza St. Paul Riverfront Hotel.

In its 24th year, Festival of Trees is one of the top fundraising events in the Twin Cities. Each year, proceeds from the event benefit a different HealthEast program. Funds raised this year will benefit patients of the National Brain Aneurysm Center, formerly HealthEast Neurovascular Institute, at St. Joseph's Hospital. The Center is one of the top five brain aneurysm treatment centers in the U.S., treating patients from across the country and providing expert care to those suffering from complex neurological conditions.

"Each patient is special and every situation potentially devastating for a patient and his or her family," says Dan Steffen, Group Director of Neurosciences for HealthEast. "Specializing means better outcomes for our patients — saving lives and preserving quality of life. With this monetary support, we can present our research and outcomes to the rest of the world and differentiate HealthEast on the national level." For more information on The National Brain Aneurysm Center, visit www.brainaneurysmcenter.org.

Festival of Trees events include luncheon and style show, and wine-tasting event on Friday, with the holiday gala on Saturday. All events include silent and live auctions and opportunities for guests to make a gift

to this beneficiary. The HealthEast Foundation Roger Foussard Caring Neighbor Award will be presented at the gala and honors the Most Reverend Harry J. Flynn, D.D., honorary chair of St. Joseph's Hospital Building on our Mission campaign.

The Festival of Trees is a way for the community to celebrate the holiday season and give back to a HealthEast program deserving of the support. Call Mary Kaase at 651-232-4808 with any questions or visit www.healtheast.org/foundation



HealthEast Foundation Festival of Trees Co-Chairs Dr. Steve and Laura Kolar (left); Milt and Dorothy Klohn (right)

HealthEast Foundation Festival of Trees Co-Chairs

Milt and Dorothy Klohn
Dr. Steve and Laura Kolar

Honorary Co-Chairs

Wayne and Sara Criger
Dr. Michael and Carrie Madison
Drs. Eric and Leslie Nussbaum
Dr. Charles and Ruth Ormiston

Invite you to join us!

MARK YOUR CALENDARS!

Festival of Trees

24th Annual Festival of Trees benefiting the National Brain Aneurysm Center at St. Joseph's Hospital

November 14 and 15, 2008
Crowne Plaza St. Paul
Riverfront Hotel

Friday, November 14
Luncheon and Style Show
with holiday store, raffle, silent and live auction

Wine Tasting Event
with raffle, silent and live auction

Saturday, November 15
Holiday Gala
with silent and live auction

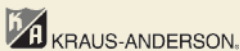
Volunteers are needed to help with the events. For more information about volunteering or the events, contact Mary Kaase at **651-232-4808** or visit www.healtheast.org/foundation.

HEALTHEAST FOUNDATION IS PROUD TO
RECOGNIZE OUR GENEROUS PRESENTING PARTNER



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HealthEast Diabetes Care helped by 2007 Festival of Trees

More than 1,100 people attended 2007's Festival of Trees events and helped raise \$310,000 for HealthEast Diabetes Care. Since receiving the grant, Diabetes Care has used the funds in a variety of ways to benefit patients:

- Diabetes educators now offer services to patients at 10 HealthEast Clinics and seven additional contracted locations. Clinic-based services have allowed patients to receive better care through instant collaboration and communication with doctors and educators in the same location.
- Electronic health record tablets were purchased which have allowed diabetes care educators to write diabetes care notes electronically and automatically update patients' health records. Patients benefit from more accurate recording of patient care plans and more timely medication changes.
- To supplement community-based services, HealthEast Diabetes Care used Festival of Trees funds as seed money to seek a grant from Lions Club International. As a result, the newly created St. Paul Diabetes Lions Club received funding to develop care among Hispanic and Hmong populations.

Community Wellness Partners formed to promote health, wellness

UCare and HealthEast Care System have formed an alliance called Community Wellness Partners. This partnership recognizes our longtime relationship, and provides opportunities to promote good health for people of all ages and in all stages of life in the eastern metropolitan area.

Both UCare and HealthEast are deeply committed to helping people access quality health care. As a nonprofit health plan serving more than 147,000 members across Minnesota and western Wisconsin, UCare has a long tradition of serving UCare members of Minnesota Health Care Programs, and Medicare beneficiaries, with innovative health plans and services. Moreover, its UCare Fund, community benefit program, and quality improvement activities help providers, social service

agencies, counties and others deliver health care education and services among growing and changing populations. Visit www.ucare.org for more information.

UCare and HealthEast are strong, service-minded organizations with deep community roots. The combination of our respective time, talents, and resources in our Community Wellness Partners alliance will help our dynamic citizenry achieve optimal health and wellness for years to come.



We cannot live only for ourselves. A thousand fibers connect us with our fellow men; and among those fibers, as sympathetic threads, our actions run as causes, and they come back to us as effects.

- Herman Melville

Director's note



Linda Kay Smith
Executive Vice President
HealthEast Foundation

Every autumn for the past 24 years, just as the leaves on the maple trees start to turn crimson and orange, Festival of Trees invitations make their way into homes across the Twin Cities. With each day, the excitement builds as we look forward to a packed style show, a hall filled with glittering designer trees, and the gala celebrating thousands of dollars donated to serve the needs of patients in the HealthEast Care System.

As I reflect on each Festival recipient, the thread of giving follows a familiar pattern. One human connection inspires a dream. Tom McLeod's hospice volunteerism connection inspired the dream that became The Pillars. Tom and Gale Panek's human connection with Breast Care Coordinator Jane Klein inspired the dream that brought a resource library and state-of-the-art equipment to the HealthEast Breast Care Center. Terry Capistrant's connection to patients as a physician – along with his own diagnosis of Parkinson's Disease – was inspiration for the Terrance D. Capistrant, MD, Parkinson's Center at Bethesda Hospital. These stories of selfless giving are endless.

When I started my job at HealthEast in 1990, health care philanthropy was not as well understood. The first time we received a check for \$1,000, the hospital administrator was thrilled. He said, you mean someone actually gives us \$1,000 and doesn't expect anything in return? Today, our not-for-profit health care systems rely heavily on philanthropy to fulfill our missions of service to our community. One thing has not changed, and that is the significance of human connections. People do not give to benefit a system – they give to benefit another human being.

It is rewarding to connect donors to causes important to them and to witness the good that comes from their philanthropic gifts. Our percentage increase in contributions has grown substantially in the past five years, the staff is engaged in the cause, and senior leadership has assumed an active partnership role in the cultivation of new relationships and major gifts. The tools are in place to grow giving through the HealthEast Foundation exponentially.

As you read this column, please think back to the time when you first got involved with HealthEast and when you said 'yes' to a personal relationship with HealthEast Foundation. Thank you for that gift. Thank you for your philanthropic spirit that continues to inspire our mission.

Philanthropy highlights

Your gifts make a difference

Philanthropic gifts benefit patients of many HealthEast programs and services. The highlights below recognize donors and how their gifts are used to make a difference in the lives of others.

Bethesda Hospital

Eleanor Jahnke — a Bethesda Hospital legend — was honored during the September "Eleven Who Care" telecast on KARE 11 TV. Eleanor was recognized for her outstanding volunteer contributions. At age 96, Eleanor has provided more than 76 years of dedicated service and commitment to Bethesda Hospital: first as a nurse, and now as an active volunteer. Generations of patients and employees alike have benefited from her knowledge, her tenacity and her can-do spirit.

St. Joseph's Hospital

HealthEast Foundation and St. Joseph's Hospital Administration hosted a special reception and tour of the new patient tower for the St. Joseph's Hospital Auxiliary Board on October 8. Since 1953, the Auxiliary has provided more than \$2 million in

philanthropic support for St. Joseph's Hospital, including recent gifts for the hospitality suites, original artwork for the new tower, and the medical library.

In addition, Jack and Rajah Kolb made a significant gift through the Building on our Mission Campaign which will help purchase original artwork for the new patient tower.



St. John's Hospital

In September, St. John's Hospital and HealthEast Foundation recognized nine individuals for their financial contributions to the hospital and HealthEast Cancer Care. The donors' names were added to the hospital recognition wall. In addition, HealthEast leaders recognized two donor couples for their support, by dedicating the Elmer

and Sherry Nygaard Conference Room and the J. Keith and Barbara Bartholdi MacKenzie Waiting Area in their honor.

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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 web site at **www.healtheast.org/foundation**.

Our web site is a comprehensive resource for charitable giving featuring E-brochures and many interactive features designed to answer 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!

Philanthropy highlights *continued from page 3*

Woodwinds Health Campus

In July, HealthEast Foundation hosted a tea at which Dr. Lillie spoke about preventative care and maximizing your time with your doctor.

A harp will be procured for use by volunteer harpists who provide music each week for patients and families. The music contributes to Woodwinds' healing environment. The harp will be funded by gifts from the Employee Giving Campaign.

Support your beliefs

People typically support a charity whose mission lines up with their beliefs. When acted upon, your beliefs can impact much more than the charities you support. You can designate a gift to keep the memory of someone alive. Or, you may believe in returning a kindness you've received, thus impacting the lives of the people our organization serves.

If our mission matches your values, you may be wondering how you can help support our work. There are many options, and the majority offer substantial tax benefits. Following are two of those options.

- A gift in your will or living trust. Known as a bequest, this type of gift is probably the simplest way to support us without giving up the resources you depend on right now. Bequests are also revocable, so you always have the opportunity to change your mind. Charitable bequests qualify for unlimited deductions from federal estate taxes.
- A gift that provides you with income for life. Several life income arrangements let you give now instead of later, while also providing you with tax breaks and an income for the rest of your life (and another individual's, if you choose).

Please call Joan Pennington at 651-232-4937, or e-mail us at jpennington@healtheast.org, for more information.

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