

Caring Matters

Summer 2008

Save the Date Grand Opening for St. Joseph's New Patient Tower

Community Grand Opening
October 24, 2008
11 a.m.-7 p.m.

Building on our Mission Campaign Raises over \$10 million

Highlights include:

- More than \$10.5 million in philanthropic gifts have been contributed.
- The pace for the campaign was set with the largest gift in the 154-year history of St. Joseph's Hospital and HealthEast Foundation—\$2 million.
- Employees and physicians have contributed a total of \$2.5 million.

Faith, Family and Community Inspire Nasseff Gift to St. Joseph's Hospital

St. Joseph's Hospital is grateful for a recent gift to the *Building on our Mission Campaign* from John Nasseff for the new chapel and courtyard to be dedicated during grand opening festivities in October.

"This gift is a special way for me to honor my family, friends, faith and the mission of St. Joseph's Hospital, the only Catholic hospital in St. Paul and Minneapolis. I appreciate the effort St. Joseph's has made to create a healing environment and a prominent place for the chapel for patients and families who seek spiritual care."

The new chapel honors the legacy of John's parents, Peter and Mary Nasseff, who emigrated from Lebanon. "We are very proud to honor John's heritage by dedicating this chapel to his parents," says Linda Kay Smith, executive vice president of the HealthEast Foundation. "This gift to St. Joseph's Hospital is just one of many examples of his generous heart and passion for helping others."

Also thanks to Nasseff, the corner of St. Peter and 10th Street will be transformed into an open courtyard with a statue of St. Joseph, a fountain and patio, walking paths, seatwalls and plantings. Sara Criger, St. Joseph's



Nasseff tours the new chapel under construction.

Hospital CEO says, "We are very excited about how John's wonderful gift will help us continue our mission of service and offer places of prayer and worship, rest, healing and peace. We are so grateful for his generosity and we are proud to have John and his family as part of our St. Joseph's Hospital community. We are also thankful to all those who have supported the *Building on our Mission Campaign*."

RECEIVE YOUR COMPLIMENTARY COPY OF "HEALING SPIRIT"

HealthEast Foundation is proud to offer this gift as a way to say thank you to all volunteers and donors who are an important part of HealthEast's story and mission. To order a free copy of "A Healing Spirit: The Story of HealthEast Care System," please call HealthEast Foundation at 651-232-4990.

MARK YOUR CALENDARS!

Festival of Trees

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

November 14-15, 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

For more information,
contact Mary Kaase at
651-232-4808 or visit
www.healtheast.org/foundation.

Interested in designing a tree or
wreath? Individuals and groups
are welcome. Please call Mary
Kaase for a Designer Packet.

HealthEast Celebrates History With New Book



Twenty years ago, seven hospitals representing multiple Christian faiths merged to create HealthEast. Recently, HealthEast Foundation worked with local author Carol Pine to tell the unique story of HealthEast in "A Healing Spirit: The Story of HealthEast Care System."

As Pine wrote, she found philanthropy and a spirit of giving throughout the HealthEast story. Henry Rice, a protestant, donated the land; Bishop Cretin, a Catholic, donated his inheritance; and Chief White Cloud donated lumber. Then and now, philanthropy plays an important role in supporting HealthEast's mission of providing outstanding patient care. The HealthEast story continues as we look forward to the next twenty years.

We are extremely grateful to David and Mary Jo Monson, HealthEast donors and volunteers, for their generous gift in support of this book.

Foundation Welcomes New Board Members

HealthEast Foundation is pleased to welcome newly elected Foundation Board members Litton E. S. Field, Jr. of TC Field and Company of St. Paul; Greg Freitag of Pfizer Health Solutions in Minneapolis; and Dennis Todora of RayMar Associates, LLC in Bloomington. HealthEast Foundation Board Members serve on a volunteer basis and appreciate the opportunity to be of service to our community.



Greg Freitag

"We all have an obligation to give back to a community that has provided so much to us. Two of my family members passed away at the Pillars Hospice Home and over the days I spent there, I was constantly reminded of the giving nature of people. Our hospitals are on the front line of a growing health care crisis and the safety net for not only those with financial issues, but families like mine who receive comfort in the worst of times.



Dennis Todora

"As a native of St. Paul and a resident of Woodbury, I am keenly aware of the ongoing need for health care that is rooted in Judeo-Christian principles. I

hope to bring my own unique gifts and experience to the Board, contributing to the continued growth of the HealthEast community."



Litton E. S.
Field, Jr.

"It is an exciting and challenging time for health care. The challenge is to be sure that HealthEast has the financial resources to stay on the cutting edge. I see this as my way to help assure the high quality of health care which we have come to expect from the HealthEast Care System."

Director's Note

*Persistence is the twin sister of excellence.
One is a matter of quality; the other, a matter of time*



Linda Kay Smith
Executive Vice President
HealthEast Foundation

Several years ago, I contacted Carol Pine of Pine & Partners, a writer with a unique gift for crafting corporate history books. I suggested to her that the merger of several faith-based hospitals to create the HealthEast Care System is a story that should be shared with everyone connected with HealthEast – employees, donors, friends, and the community. We agreed this was a promising idea and could celebrate HealthEast's 20 years of service to

our community. After that first conversation, we both got busy on other projects. To Carol's credit, she was persistent and we continued to discuss the idea more than once as our paths crossed for either business or pleasure. Then, persistence met opportunity. David and Mary Jo Monson, who are a big part of HealthEast's rich history, expressed interest in this project and offered to help support it financially.

Our idea is now a reality, a book entitled *A Healing Spirit: The Story of the HealthEast Care System*. And persistence plays a starring role in Pine's narrative. Persistence, loyalty and commitment on the part of every person involved – from our leaders, employees, physicians, volunteers, and especially our HealthEast Foundation boards and generous

donors – resulted in HealthEast becoming the strong health care system we are today. My hope is that the readers of this book and the many people chronicled in it will serve as ambassadors to a whole new generation – the HealthEast family of the future. By sharing our history through this book, we can all pave the way toward developing new community relationships – and deepening the ones we have.

Another book came across my desk this month that also addresses persistence and commitment to community, this time on the part of one of our most recent donors, John Nasseff. *The Bond of Brothers* describes the Nasseff family's immigration to America from Lebanon. Although John is known today as one of the most generous philanthropists in the East Metro, his growing up years in St. Paul during the depression were far from easy. Our front page story in this newsletter celebrates John's love of family and commitment to his community – characteristics that played a large role in his success.

The twin sisters of persistence and excellence cross all boundary lines at HealthEast – starting with our founders and continuing on through our administrators, our employees, and our donors. We cannot stop trying - cannot rest on our 20-year laurels – because our task is too important. The burgeoning healing spirit that is HealthEast must be nurtured for another 20 years. And scores of years beyond that.

Philanthropy Highlights

Your Gifts Make a Difference



St. John's Hospital

St. John's commitment to exceeding customers' expectations through caring and compassionate service is our tradition and our promise. To recognize those who have done something essential to enhance the patient experience, St. John's has launched the *Shining Star* program. *Shining Star* allows for grateful patients and family members to pay tribute to the special caregiver who made a difference in their visit or stay at the hospital by making a charitable gift to St. John's. Funds raised through this program will be utilized where the need is greatest at St. John's Hospital.

Employee Giving Campaign Exceeds Goal

Thank you to all of the HealthEast employees who contributed to the 2008 Employee Giving Campaign! 976 HealthEast employees donated over \$370,000, surpassing our goal of raising \$350,000 from 14% of our employees.

HealthEast Partners with UCare

HealthEast is proud to announce a community health partnership with UCare. Our shared community wellness initiatives will support and educate people in our communities as they navigate our health care system. Look for more details in the next issue of Caring Matters.

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!

Scholarships Awarded in June

On June 2, HealthEast Foundation honored 40 scholarship recipients. An important part of HealthEast, we believe that granting scholarships is an important investment in our employees, the healthcare workforce and ultimately our communities. This is made possible through generous donations, many from HealthEast employees. Gifts are welcome throughout the year. To donate, call 651-232-4990 or donate online at www.healtheast.org/foundation

For a complete list of scholarships and this year's honorees, visit www.healtheast.org/foundation/news_events/scholarships.cfm

Five Wishes and Estate Planning Seminar

Five Wishes is a health care directive that allows you to plan for your personal, emotional and spiritual needs in advance of a health care crisis. During this seminar, Bob Moravec, MD, HealthEast Medical Director, and Tara Mattessich, Attorney at Law, will lead a thought-provoking discussion that focuses on Five Wishes, estate and gift tax issues, wills and charitable giving techniques that best fit each individual's estate planning goals.

Tuesday, September 16
9:30 a.m.-Noon
Bethesda Hospital (Dr. Frank Indihar Conference Room)
559 Capitol Boulevard
St. Paul
FREE
(Includes Five Wishes document, refreshments and parking)
Registration is required. To register, call 651-326-CARE (2273)

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