

GIVING MATTERS

SPRING 2021

 **Providence**
Saint Joseph Foundation



TAKING SHAPE

Looking ahead: The Jaromír Strážka Emergency Department and the Cusumano Family Urgent Care facilities will provide exceptional care to the San Fernando Valley

Minutes Matter **More Than Ever** Campaign Bringing
New Emergency Department and Urgent Care to Life



TO OUR DONORS

With pride and gratitude, we introduce you to our new donor magazine, *Giving Matters*. All of us at the Foundation are deeply grateful for your support of Providence Saint Joseph Medical Center, and for the opportunity to share with you the news and stories made possible by your generosity.

With you by our side, we continue to face the extraordinary challenge of keeping our community and our frontline staff safe during the coronavirus pandemic. Along the way, we've also:

- Welcomed new leadership to the Foundation
- Celebrated a visionary Board Chair, Michael Cusumano (2019–2020)
- Become one of only 35 hospitals in the state of California to achieve a Magnet® designation by the American Nurses Credentialing Center
- Been recognized as a Comprehensive Stroke Center by the accrediting agency of DNV-GL, the most prestigious designation for stroke care

Every day, we find inspiration in the ways that our strong, dedicated community has come together during these unprecedented times. These experiences have underscored the critical role of philanthropy in providing high-quality and compassionate care, protecting our caregivers and building new facilities with state-of-the-art equipment.

So — now *Minutes Matter **More Than Ever***. With the help of generous, compassionate benefactors like you, we have raised more than 85% of our \$78 million fundraising goal for the *Minutes Matter **More Than Ever*** Emergency Services campaign. Construction is well underway, and we are excited to see the Jaromír Střížka Emergency Department and the Cusumano Family Urgent Care coming to life.

We are inspired by the extraordinary generosity of friends like you — and humbled by our opportunity to transform the lives of those we serve. We look forward to celebrating more exciting achievements and milestones with you in the year ahead.

With gratitude,

Markham L. Goldstein
Chair, Foundation Board of Directors

Tina Johann
Chief Philanthropy Officer



Every day, we find inspiration in the ways that our strong, dedicated community has come together during these unprecedented times.

— Markham L. Goldstein, Chair, Foundation Board of Directors
and Tina Johann, Chief Philanthropy Officer



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Thank You, Michael Cusumano

Michael Cusumano’s grandmother, Anita Cusumano Strom, instilled a commitment to philanthropy in her family. “It’s something I learned and share with my kids, too,” he said.

He joined the Providence Saint Joseph Foundation Board of Directors in 2014, was board chair from 2019–2020, and has had many opportunities to serve and support, most recently with the *Minutes Matter **More Than Ever*** Emergency Services Campaign.

Michael, “thank you” doesn’t begin to explain how grateful we are for your exemplary leadership. Your passion, dedication and commitment will have an everlasting effect on our community.



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*Minutes Matter **More Than Ever***

GIVING MATTERS MAGAZINE

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“

Live your life showing people you care and good things will happen along the way.

”

— Markham L. Goldstein, Chair,
Foundation Board of Directors

BOARD SPOTLIGHT

MARKHAM L. GOLDSTEIN

A career built on caring

Compassion may not be the first word most people think of to describe certified public accountants. But Mark Goldstein has built his career on caring.

A native of West Los Angeles, Mark began his career at Deloitte & Touche after graduating from UCLA. He was identified as an agent of change — and was promoted to tax partner after just nine years with the firm.

He was assigned his very first tax client, Entertainment Partners (EP), right out of college. He would go on to be their tax advisor for another twelve years, and spend three years trying to help them sell their business. “They just couldn’t sell it because they were family-owned and grounded in taking care of employees,” he explained.

Mark convinced the company to create an employee stock ownership plan, which would allow the employees to own and run the business. EP enthusiastically embraced his idea — but with one condition: They wanted Mark to become their president and CEO.

After struggling for months with the decision to leave Deloitte, Mark joined EP in 2002. “What I love about it is that

we’re in the entertainment industry, but we’re really a service,” he explained. “We care about the industry, about the community, about each other.”

Mark says that when he was first presented with the opportunity to join the Foundation Board, he didn’t know much about Providence Saint Joseph and its work in the community. “But I always wanted to do something to give back. And this was the perfect opportunity to learn more.”

As a vital part of the Foundation Board, Mark is able to share his passion for Providence Saint Joseph with studios and other industry influencers. “I got around more people, started understanding the influence of our campaigns — and what impact that could have on our community,” he said.

In addition to his work with Providence Saint Joseph Foundation, Mark loves playing golf, coaching and spending time with his wife and three children. “We’re trying to instill in them the value of showing people you care — whether it’s work, charity, friends, your boyfriend or girlfriend,” said Mark. “Live your life showing people you care and good things will happen along the way.”

YOUR IMPACT

Through your generosity, **\$9,411,038** was raised in 2020 in support of the vital work at Providence Saint Joseph Medical Center. More than 1,630 donors made 10,338 gifts last year.



“

The generosity of our community remains overwhelming. On behalf of the doctors, nurses and staff of Providence Saint Joseph, thank you for helping us fulfill our promise to our patients to ‘know me, care for me and ease my way.’

”

— Kelly M. Linden, Chief Executive,
Providence Saint Joseph Medical Center

\$390,000

COVID-19 Support

Provided two Solaris UV Light machines to enhance disinfecting procedures, keeping our patients and caregivers safe.

Acquired the InTouch Telehealth System to enable patient communication with family members and physicians through videoconference.

Provided 7,000 snacks/meals and 93,980 pieces of personal protective equipment for our heroes on the front lines.



\$368,117

Pancreatic Cancer Research

Early intervention and prevention to improve patient outcomes by enhancing genetic testing and education, and contributing to national and global repositories and projects working to identify pancreatic cancer before it strikes.



\$270,718

Integrative Medicine Genetics

Evidence-based, comprehensive cancer care with integrative medicine therapies that have proven effective with traditional cancer treatments.



\$62,200

K.M. Baldwin Nursing Scholarship

Distributed scholarships to 13 caregivers to advance their educations and develop their leadership potential.



\$43,929

Dell Tablets and Mini iPads for Patient Care

Provided advanced mobile technology to connect physicians to critical information, strengthen communications between caregivers, and ensure more efficient and effective patient care.



FOUNDATION RECEIVES GRANT FOR NEW ED BEHAVIORAL HEALTH UNIT

In 2020, Providence Saint Joseph Foundation was awarded a remarkable \$600,000 grant from the Office of Los Angeles County Supervisor Kathryn Barger to support its Emergency Services *Minutes Matter* Campaign. A month later, no one could have predicted that Providence Saint Joseph Medical Center, like many health organizations, would be on the front lines of a global health crisis. For decades, the hospital has remained at the forefront of emergency medicine, leading the way in best-practice care even during the first uncharted months of COVID-19. In fact,

during the early stage of the pandemic, Providence Saint Joseph's physicians, nurses and medical staff served surging numbers of concerned patients in tents outside of the Emergency Department (ED).

Even in typical years, the ED serves as the entryway to the medical center, with more than 60% of all patients admitted through its doors. It is also a safety net for the increasing number of individuals in the San Fernando Valley experiencing substance abuse and/or behavioral health conditions.

The generous gift contributed by Supervisor Barger will help the medical center build a Behavioral Health Unit within the new ED to improve the care it is currently able to provide. Having a designated Behavioral Health Unit in the ED will allow patients to receive the appropriate level of care in a safe, calm and healing environment, benefitting both patients and staff. This expanded capacity will bolster the ED's ability to enhance its existing integrated programs to effectively treat and connect patients to the services they need.

Providence Saint Joseph treats between three and eight behavioral health patients each day, seeing the highest numbers



Kathryn Barger, Chair of the
Los Angeles County Board of Supervisors



Debbie Buffham, Executive Director Critical Care
Services/Emergency & Bailey Wojcik, Nursing Manager

toward the end of the month when patients typically run out of their medications. Since the onset of the pandemic, these numbers have been steadily rising as more patients continue to experience the socioeconomic effects of the coronavirus.

"I am delighted to provide Providence Saint Joseph Medical Center with this grant to help build the new Behavioral Health Unit and better serve the needs of our community," said Supervisor Kathryn Barger. "Providing mental health services for those who visit the Emergency Department is critically important to support overall

health and well-being. As a result of this center, vulnerable individuals and their families will receive the services they need to heal and thrive."

"We are immensely grateful for this extraordinary donation and for all the support we receive for our *Minutes Matter* Campaign," said Kelly Linden, chief executive, Providence Saint Joseph Medical Center. "Thanks to your generosity, we will continue to safeguard the lives of the many individuals who rely on our emergency care services."



Dick Baker and
his wife, Johanna

ESTATE PLANNING: INSPIRED GIVING

When Dick Baker underwent two angioplasties at Providence Saint Joseph Medical Center, he didn't know it would inspire him to become involved in the future of the hospital. He spent his career in Southern California, eventually becoming chief financial officer for MCA (the parent company of Universal Studios, MCA Television and MCA Records), where he worked for 32 years until his retirement in 1997.

"During rehab, I was talking to someone from the Foundation and he asked me to be on the Board," said Dick. He accepted the invitation and set out to increase donations and recruit new board members from Disney, Warner Bros. and Universal. He soon became Chair of the Foundation Board, which at that time was focused on raising funds to build the Roy and Patricia Disney Family Cancer Center — now one of the top cancer treatment centers in the nation.

"I found the Board to be a very fulfilling experience," shared Dick. "I found out so much more about the hospital than I would have as a patient."

Though Dick and his wife Johanna have since moved to Naples, Florida, he remains dedicated to Providence Saint Joseph. The couple

recently included the medical center as a beneficiary in their estate plan.

"When putting our estate plan together, we considered taking care of those who have touched our lives," said Dick. "Providence Saint Joseph Medical Center was prominent on that list. I encourage those who have benefited from the medical center, like us, to consider doing the same. When all is said and done, without our health, we have nothing."

"Dick's estate gift is a continuation of his desire to give back to the community, providing substantial future support for leading-edge patient care for the Providence Saint Joseph community for generations to come. We are exceedingly grateful," said Joe Ward, executive director of planned giving for Providence.

"Estate giving is simple and has many advantages," said Joe. "It can produce a revenue stream and significant tax deductions — as well as the knowledge that funds are going to support a valuable community institution for years to come."

For more information, please contact Joe Ward, executive director of planned giving, at Joseph.Ward@providence.org or 310-793-8117.

PLANNED GIVING

ADVANTAGES TO DONATING REAL ESTATE

Charitable estate planning techniques can help you sell your home in a tax-efficient way and support a cause close to your heart, Providence Saint Joseph Foundation.



Charitable Remainder Unitrust

Transfer your property to a trust where the property is sold tax-free. You receive an immediate charitable deduction, the proceeds are reinvested, and you receive income from the trust for life or up to 20 years.



Sale and Unitrust

Transfer a portion of the property to a trust and then the property is sold. You receive some cash from the sale and the proceeds in the trust are invested to pay you income for life.



Bargain Sale

Sell the property to a charity at a discounted price and you receive cash immediately from the sale.



Charitable Life Estate

Transfer your personal residence or farm while retaining the right to live in the property for the rest of your life.

Please contact Joe Ward, executive director of planned giving, at Joseph.Ward@providence.org or 310-793-8117 for a free illustration of the benefits of any of these plans, including the tax deductions.

"Making a gift of real estate can be a highly effective philanthropic and financial strategy, providing both tremendous support of health care in our community, as well as distinct tax benefits to the donor depending on the chosen gifting arrangement."

—Joe Ward, executive director of planned giving



Construction gets underway on the new Jaromír Střížka Emergency Department and the Cusumano Family Urgent Care facilities

MINUTES MATTER MORE THAN EVER

Thanks to unwavering support,
emergency services campaign advances

In the midst of the many challenges presented by the COVID-19 pandemic, all of us at Providence Saint Joseph Foundation want to express our gratitude for your generosity and continued support of our medical center and the *Minutes Matter* Emergency Services Campaign. Now more than ever, we need dedicated community partners like you.

The pandemic has only underscored the great need for an upgraded and more spacious Emergency Department and Urgent Care facility. The knowledge gained through this experience has informed future designs for the Emergency Department, including modifying the

waiting room space to allow for safer social distancing.

“We will be different — and better — after this experience,” summarized Debbie Buffham, director of emergency department and critical care services.

Despite the pandemic, our construction is on schedule and has safely continued to make steady progress on the leading-edge, new Emergency Department and Urgent Care facility.

While the economic consequences of the pandemic present challenges to fundraising at all levels, we are happy

HOSPITAL NEWS

to report that Providence Saint Joseph’s *Minutes Matter **More Than Ever*** campaign has continued to steadily raise funds. Thanks to the generous support of donors like you, we have raised more than \$65 million — over 85% of our \$78 million goal.

A testament to the dedication of our own caregivers is the extraordinary \$1 million commitment from our physicians, who heroically face whatever challenges come our way in order to keep our community healthy and thriving.

Building a state-of-the-art Emergency Department and Urgent Care will be critical to realizing our goal of health for a better world, and our dedicated emergency caregivers are more than ready for these advancements. By having an Emergency Department side by side with an Urgent Care center, it will be easy for patients to access the appropriate venue for care, reducing wait times and enhancing patient experience. Thank you for helping us achieve this exciting new level of emergency care for every member of our community in need.

To learn more about the campaign or to join the group of leaders supporting the *Minutes Matter **More Than Ever*** campaign, please visit us at supportssaintjoseph.org/minutesmatter.

“We will be different —
and better — after this
experience.”
— Debbie Buffham,
Director of Emergency
Department and
Critical Care Services



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donation today**



Your donation can provide life-saving care to our community. Please visit supportssaintjoseph.org/givingmatters and make a donation.

RESOURCEFUL GUILD FINDS SUCCESS

The Providence Saint Joseph Medical Center Guild didn't let the pandemic stop them from reaching their fundraising goals. "Without being able to do our main fundraiser – our big fashion show – and having our gift shop shut down, our ability to raise funds was limited," said Julie McArdle, the guild's president. However, Julie and the Guild stayed resilient.

Letters were sent to members asking them to donate what they would have spent at the fashion show. Julie also asked members to reach out to their friends and family to make a 75th anniversary donation to the Guild, in \$75 increments. As a result of these valiant efforts, Kelly M. Linden, chief executive of Providence Saint Joseph Medical Center, recently accepted a check from the Guild for \$60,000.

We are incredibly grateful every day for the generosity of each and every one of our Guild members. Thank you for all the good you do for our medical center.



Board Member Julie McArdle with the year-end gift check from the Guild



Providence Saint Joseph Medical Center Chief Executive Kelly M. Linden with the year-end gift check from the Guild