Little Patients Drive
Big Expansion
at St. Joseph’s Women’s Hospital
Welcome New Trustees

Bennett Hilliard Barrow
Bennett H. Barrow is a certified financial planner and registered investment advisor with the family-owned Barrow Investment Management, Inc. in Tampa. A fifth generation Floridian, Bennett also operates a family cattle ranch in Hardee County.

Among his charitable interests is Support Our Marines and organizing care package drives for local members of the Army’s 101st Airborne Division in Iraq. A marathon runner, Bennett graduated from the University of the South in Sewanee, Tennessee. He and his wife, Heather, an active member of the Junior League, have two children.

Scott Fink
Scott Fink is the CEO of Hyundai of New Port Richey, Hyundai of Wesley Chapel and Mazda of Wesley Chapel. In 1998, Mr. Fink formed S & T Collision Centers, which currently operates out of locations in Clearwater and Brandon, Florida. Prior to 1998, he owned and operated a Toyota and a Mitsubishi Dealership in Clearwater, Florida. Mr. Fink previously held various positions in the Ford Motor Company.

Scott received his Bachelor of Science degree in Accounting from Wagner College, Staten Island, New York. He and wife and five children, and reside in Pinellas County.

Kasey Shimberg Kelly
Kasey Shimberg Kelly is an active community volunteer. A graduate of Northwestern University, Kasey serves on the St. Joseph’s Children’s Hospital Advisory Committee, as well as on the board of the Straz Center for the Performing Arts, where she chairs the education committee. She has co-chaired both the St. Joseph’s and the performing arts center galas. She and her husband Bob have three children, one a graduate of the St. Joseph’s NICU.

Michael J. Valdes
Michael J. Valdes is the managing director of investments and private wealth advisor with Merrill Lynch. Highly respected in his field, Michael has achieved Merrill Lynch’s highest recognition, the Circle of Champions, for the past 11 consecutive years and consistently ranks within the top 50 Financial Advisors for Merrill Lynch on a global basis.

A Tampa native, Michael earned his Bachelor’s degree from Loyola University in New Orleans. He and his wife have four daughters. He is a member of the Jesuit High School Foundation Board, and is very involved in girl’s high school softball and little league.
Little Patients Drive Big Expansion

St. Joseph’s well-known reputation for the care of premature babies, especially those with the most critical needs, has been the driver behind the expansion currently underway at the women’s hospital. The existing 42-bed Neonatal Intensive Care Unit (NICU) was built more than 25 years ago when technology was limited and minimal equipment was available to care for premature babies. Those born very early or ill rarely survived.

Today the NICU routinely has as many as 50 little patients a day, many are either born at the women’s hospital or are transported there from around the region because of the connected specialists at St. Joseph’s Children’s Hospital. A whole room full of equipment wraps around each of these babies, crowding the overtaxed facility designed at a time when open wards were common.

“Because of our limited real estate and our campus essentially land locked, this was really our last opportunity to build,” says Kimberly Guy, chief operating officer of the women’s hospital and children’s hospital. “We looked at the overall needs at the women’s hospital which included not just the NICU, but expanding breast care and imaging capabilities and offering private rooms for all women’s services, and decided to meet those needs all at one time.” The five-
story tower under construction will include the Shimberg Breast Center on the ground floor, an all-private-room Neonatal Intensive Care Unit on the second and third floors, private Mom/Baby rooms on the fourth floor, and private medical/surgical rooms on the top floor.

The prospect of a private room for every baby in the NICU, where the parents can be with their infant day and night, is welcome news to families who have experienced the existing unit. “The possibilities of being in a private room where you can wear your emotions on your sleeve more and be able to have those moments as a family is a powerful thing,” says NICU parent Brian Adcock.

The new center will also provide something that the existing space cannot – a calm, more subdued, womb-like setting in which premature babies will be able to grow and develop faster.

“Neonatal Intensive Care Units traditionally have not been the gentlest environments for premature infants,” says Dr. Kenneth Solomon, medical director of the St. Joseph’s NICU. “When they’re in utero, their senses are muted. When they’re born, they’re bombarded with sound and light. It’s not beneficial to their development.”

Rooms in the new NICU have been designed to provide the optimal environment for premature infants. Clustered in “neighborhoods” of four around a nurses’ station, each 250 sq. ft. room will contain a baby zone with the incubator, monitors, ventilator or other necessary equipment, a family zone near the window with a private bathroom, sleeper sofa, storage for personal items and television, and a nurse’s zone with sink and medical supplies. Everything in the NICU is designed to minimize noise and control light.

Today the average stay in the NICU, which is comprised of Level II and III beds (the highest level of care) is approximately 18 days. Solomon says the new environment combined with the parents’ ability to effectively and frequently “kangaroo hold” their baby to stimulate growth as well as bonding, should help reduce the time before babies can go home.

According to Guy, construction is on time and on budget for the $75 million, 125,000-square-foot building. The move-in date will be late summer 2011. “We’ve been waiting a long time for this expansion, so to see it in front of our eyes is really exciting,” she says. “We’re providing the infrastructure but the great care that happens here is because of our great team and the community that puts its trust in us.”

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<td><strong>First Floor</strong></td>
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Phase II
Once the tower is open and occupied, the building containing the existing NICU will be demolished and a connecting structure built. Expected completion early 2012.
Miracle Baby Anna Faith Adcock

Anna Faith Adcock has what she proudly calls a second belly button. It’s really a scar from the feeding tube that helped keep her alive until she was 10 months old. Today Anna is a robust 5-year-old who can easily keep up with her older brothers, but when she was born 9½ weeks early through an emergency C-section, that outcome would have been deemed a miracle. Anna weighed a mere three pounds three ounces at birth. Her arms were so small they could have easily slid through her father’s quarter-sized wedding band. She could fit in his hand.

Within minutes of her birth at St. Joseph’s Women’s Hospital, Anna Faith was whisked away to the Neonatal Intensive Care Unit. “Your mind starts to race with what the possibilities might be,” Brian Adcock recalls of those moments. He went to see his daughter and was almost instantly overwhelmed by the NICU, the cacophony of beeping monitors registering the distress of dozens of babies lining the large unit, and the unknown prospects for his own child.

“It’s a whole different world,” say Brian and wife Amanda, who had already experienced the joys of newborns with sons Matthew and Jonathan, then just shy of 4 and 2. Over the following 89 days they became fluent in the world of the NICU as Anna fought for her life. “Once you’re able to grasp the situation and what’s happening,” Brian says, “the level of care the doctors and nurses give your child gives you the confidence to operate outside the hospital on a day-to-day basis.”

But life with a baby in the NICU is neither easy nor complete. Being with Anna was a challenge. With several babies arranged together in each of the units’ open clusters, visits had to be fit around therapy sessions, doctors’ rounds, and bedside surgeries for every infant in the group. The kangaroo hold, in which a premature baby is held on a parent’s naked chest to promote growth and bonding, was awkward for everyone to perform in the open unit where the parents of other babies were always present.

In the evenings the Adcock family watched movies in their minivan parked outside the hospital so Brian and Amanda could spend time with their boys while taking turns visiting Anna. “You never felt complete,” says Brian, “and you always felt a little guilty not being able to be there all the time.” Balancing life with Anna in the NICU, her siblings, home and work was a struggle.

But when the Adcocks could not be there, they had complete confidence in the care Anna received. “We are so thankful she was born at St. Joseph’s,” says Amanda. “If we’d been someplace else, I don’t know what the outcome would have been. We were in a place where everyone could and did everything to help her survive and be the outstanding child she is today.”
Nurses Key to High Risk Hope

Heather Barrow was just 24 weeks into her second pregnancy when her water broke, and she went into labor. At St. Joseph’s Women’s Hospital, she and husband Bennett were prepared by the staff for what the birth of their son at 24 weeks would mean: a 50/50 chance of survival and near certainty of some disabilities. With the birth expected within 48 hours, Heather received steroid shots to help their baby’s lungs develop and other medications to delay delivery and give the steroids time to work. She lost all of her amniotic fluid.

“I remember my first experience with my nurse, Becky Allen,” Heather recalls. “She said: ‘It’s going to be okay. You may not deliver in 48 hours, and you need to stay calm and take it minute-by-minute and stop letting this information overwhelm you.’”

Heather did not deliver their baby that day, or the next. She was moved to the high-risk obstetrics unit of the hospital for what turned out to be an 8-week stay. Becky Allen became the first member of the Barrows’ extended nursing family.

Premature rupture of the membrane as early as Heather’s is rare, and the risks are high. With the cushioning fluid between the baby and the umbilical cord gone, any movement could cause the baby to roll onto the cord and stop the flow of oxygen, resulting in death or brain damage. Infection also becomes a major concern. The mother’s ability to remain calm and stress free becomes crucial to maintaining the pregnancy.

“The nurses told us every day you remain pregnant makes a huge difference for the baby,” Heather recalls. “They told us stories that made us realize we had the potential to leave with a healthier baby. I needed that bit of hope to get me through.”

With complete bed rest and almost no movement possible, Heather had to rely on the nurses and Bennett for everything. The couple learned to focus on one day at a time, breaking days into smaller increments as goals to attain. There were twice daily monitoring sessions to check the baby’s vital signs. Sonograms, television shows, favorite lunches Bennett brought daily, homemade dinners delivered by family and friends, visits with their 2-year-old daughter, Claire, and visits from the couple’s family and friends became small milestones along the journey.

With two sets of grandparents in Tampa, Claire’s needs were met, so Bennett could focus on Heather. He slept at the hospital every night. He helped her each morning, and then went home to take Claire to preschool and go to work. He went back to the hospital for lunch, and then later in the afternoon brought Claire to visit her mother.

Every day the nurses gave the couple hope. Bennett planned special occasions for the nurses to celebrate weekly milestones. There was a cake party, a pizza party, a bagel party. “They could tell when we were getting down,” says Heather. After a month, the nurses moved Heather and Bennett to a different room. It was opening night at the Yankee’s spring training park, and the couple got to watch an unexpected fireworks display. They took it as a sign that things would be okay.

At 32 weeks, Heather went into labor again, and their son was born by emergency c-section. He was two months premature but healthy enough to spend only two weeks in the NICU. Today Hill Barrow is a healthy, normal 2-year-old with no residual health issues.

Since Hill’s birth, the young family has visited the high-risk floor at least a half-dozen times a year. They prepare and bring Thanksgiving and Easter dinners for nurses in the unit. “We’re so thankful for what they did for us,” says Heather. “They played a crucial role in our future and Hill’s future. We just hope we’re able to give back to them a little of what they gave to us.”

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We appreciate the generous support inspired by our care of babies and women.

Hinks and Elaine Shimberg
St. Joseph’s Women’s Hospital Auxiliary

Sid and Donna Jordan
Frank and Diana Llaneza
Family and Friends of Franci G. Rudolph
The Philanthropic Women of St. Joseph’s

Johnny and Susan Adcock/Adcock Financial Group
Heather and Bennett Barrow
Barton Malow Construction
Suzanne Lynn, MD
Dr. Dushan and Mary Martinasek
Joy McCann Foundation
The Newman Family Foundation
Scott, Michael, Andrew, Kasey Kelly and Betsy Shimberg through the Hinks & Elaine Shimberg Charitable Lead Trust
Dr. Kenneth and Jayne Solomon
Dr. Lance and Linda Wyble

For information on how to support the care of babies and women at St. Joseph’s, including one of the many commemorative naming opportunities in the new facility, please call Deborah Kotch in the Foundation at 813-872-0979 or deborah.kotch@baycare.org.
Every Wednesday afternoon for the last 37 years, Nell Rorebeck has worked at the information desk at St. Joseph’s Women’s Hospital as a member of the auxiliary she founded for the hospital her husband, Dr. Curtis Rorebeck, and a small group of doctors opened as Women’s Hospital in 1974. Nell also started the hospital’s gift shop in what she describes as a closet with a cigar box as the cash register.

The information desk and the gift shop were the limited positions available for the small group of volunteers she assembled. Today there are a dozen opportunities for auxiliary members from working with premature babies in the Neonatal Intensive Care Unit to pastoral care to data entry in admitting and medical records to breast cancer survivors reaching out to newly diagnosed women. More services are added regularly as needs arise. Today the 66 active volunteers in the SJWH auxiliary provide more than 21,000 hours of their time each year, the equivalent of more than 10 full-time employees.

But auxiliary members give more than just their time. They give hard earned treasure as well. In light of the major expansion of the hospital, in 2008 the auxiliary board pledged $500,000 in support. Their gift will be recognized in the new Neonatal Intensive Care Unit currently under construction as part of the new women’s hospital tower.

Funds are raised from gift shop proceeds, an annual fund drive from members, and several special fundraising events each year. The auxiliary’s most recent fundraiser was a uniform sale for nurses at the hospital.

“We usually give between $100,000 and $150,000 a year to the hospital,” says Auxiliary President Jeanelle Hires. Over the years their gifts have helped to fund a new chapel, fetal monitors, ventilators for the NICU, and provided some of the start-up costs of the Healthy Heart Center. More recently they directed $100,000 toward the purchase of an additional digital mammography machine for the Breast Center.

The volunteers are a vital part of the women’s hospital, according the Chief Operating Officer, Kimberly Guy. “Not only do they provide such important funding for our programs and services, they are integral to our operation. Our patients have a better hospital experience because of the warmth, compassion and assistance provided by auxiliary members.”

As rewarding as the auxiliary’s philanthropy is, both Rorebeck and Hires continue supporting the group for the camaraderie with other volunteers and for other more personal reasons. At the hospital Rorebeck feels a strong connection to her husband, who died in 1976. Hires, who had no children of her own, chairs the cuddler program in the NICU, where volunteers change diapers, feed premature babies, and hold and provide comfort for the fragile infants.

“I feel like I’m giving a real healing touch for those babies,” says Hires, who started with the auxiliary in 1982. “That’s where my heart lies.”
Passion is a word that describes Donna and Sid Jordan well. They have a passion for anything outdoors – tennis, golf, fishing, skiing, biking – and for anything related to their beloved Florida Gators. Sports memorabilia from Gainesville fills their sports room. They’re passionate about contemporary art, especially glass objects that add a visceral punch of color to their home. They’re also passionate about St. Joseph’s Hospital.

Donna and Sid met at Plant High School in South Tampa when they were juniors and seniors on the tennis teams there. The school newspaper needed a photo of two athletes representing the girl’s and boy’s tennis teams and chose Donna and Sid. They started playing tennis together, and then dating, and the rest, as they say, is history.

Eight years ago the couple returned to South Tampa from Temple Terrace, where they had lived for 14 years. Donna’s mother lives one street away in the house where she grew up; Sid grew up just three streets away. Although both of their sons, Bill and Matt, were born at St. Joseph’s Women’s Hospital, it was their move back to South Tampa that sparked their strong relationship with the hospital.

Donna started volunteering, was asked to join the foundation board, and then the hospital board. She and co-founder Elaine Shimberg spearheaded the Foundation’s women’s initiative, The Philanthropic Women of St. Joseph’s, now approaching the 100-member mark. “Women have really responded to it,” says Donna. “Members get great educational opportunities – they tour behind the scenes, meet doctors, administrators, and experience new technology. We make a philanthropic gift and decide collectively what our gift to the hospital will fund,” she says. “Our members love it.”

Giving to St. Joseph’s is a major part of the Jordan’s community support. “I love the core values of St. Joe’s,” says Donna. “Everyone really cares about people, and they care about the mission of the Franciscan sisters. We want this community to have quality healthcare and hospitals. We’re pleased with St. Joe’s, its vision, and what it’s doing for the community, and we want to show our commitment to it.”

A leadership gift from Donna and Sid Jordan will be recognized in the new tower under construction at St. Joseph’s Women’s Hospital.
Bobby Newman found his calling when he was 4-years-old. He’d pile scrap wood from home construction sites in his Sunset Park neighborhood of South Tampa into his red wagon and then sell it door-to-door. At 10, shortly after his mother took him and older brother Eric to the family’s J.C. Newman Cigar Company factory in Ybor City, he witnessed a man in Miami purchasing a box of cigars – the same brand he just saw being made in his family’s factory. Something clicked in him. Bobby recalls. “At that moment, I knew I wanted to be in the selling end of our cigar company.”

Bobby loves to tell stories whether they be about the cigar business his grandfather founded in 1895 in Cleveland and moved to Tampa in the 1950s, or the Cigar Family School the Newmans and their partners, the Carlos Fuente family, established in the Dominican Republic, or the Paws for Patriots program he helped establish with the Southeastern Guide Dogs, to provide guide, therapy, and PTSD (Post Traumatic Stress Disorder) dogs to injured veterans. Telling stories is part of selling, he says, whether it’s raising money for a charity or selling a product, and when someone says yes, “you get a tremendous feeling of satisfaction of helping those less fortunate.”

The Newman family has been saying yes to St. Joseph’s for three generations. It started when grandfather J.C. needed care shortly after he moved the family from Cleveland. Then Stanford, Bobby’s father and long-time St. Joseph’s Hospital board member, had open heart surgery that extended his life by a decade. Sister-in-law Lyris received her treatment for breast cancer at St. Joseph’s, his mother had several surgeries, and the entire fourth generation of the Newman family was born at the hospital. Today, Bobby serves on the Foundation board. “When you’re going through a traumatic event or an exceptionally happy event with your family, you remember the experience and the doctors and nurses,” Bobby says. “That’s what got me hooked on St. Joseph’s, and that’s what keeps me there.”

A gift from the Newman Family Foundation will be recognized in the new tower under construction at St. Joseph’s Women’s Hospital.

BILL AND EILEEN MEURER

Selecting a bottle of wine from their private cellar and then sharing it over dinner is something Bill and Eileen Meurer look forward to as a highlight of their day. It’s often the first time the busy couple is able to get together and talk.

Bill began seriously studying wine – and anything related to the vineyards that produce it – in 1976 after a waiter in Colorado challenged his table to select a bottle to “bring out the meal.” Today a temperature controlled wine cellar sits in the center of the Meurer’s home.

While Bill studies wine, Eileen’s hobby has been making beautiful and intricate needlepoint Christmas stockings for their family, which includes 4 children and 12 grandchildren. The couple travels frequently to visit them, but when at home in Tampa, they are busy volunteers, Eileen at Catholic Charities and St. Joseph’s, where for years she has been involved in the annual gala and fashion show, and Bill at LifeLink and St. Joseph’s. A retired managing partner at Arthur Andersen, Bill has chaired the St. Joseph’s board of trustees, as well as its finance committee and its quality and safety committee, and also serves on the audit committee of BayCare Health System.

Bill cites his Jesuit education as the genesis of his desire to share his resources. “They stressed the theme of how fortunate we are,” he recalls. “In a lot of ways, we did nothing to deserve it, so we owe something to give back to society.” Eileen grew up in a small farm town in Kansas, where her parents were models of giving, she says, first within their own family and then to the church.

Bill and Eileen believe strongly in supporting the hospital to ensure that its brand of healthcare remains available in Tampa. “They have a substantive mission that includes ‘compassionate care,’” says Bill. “It’s a differentiator between St. Joseph’s and other providers, and it’s what will keep me involved for years to come.”

A gift from Bill and Eileen Meurer will be recognized in the chapel garden at St. Joseph’s Hospital-North.
The Consummate Volunteer

Franci Rudolph was a connector. She knew people from disparate circles in Tampa through her decades-long service on boards for the arts, her temple, education, and St. Joseph's Hospitals Foundation. She brought her extensive network and her energy to the table for every nonprofit she worked with and coupled that with her passion to make Tampa a better city to call home. When she died last September at age 60, seven years after she was diagnosed with ovarian cancer, the city lost a champion.

“She accomplished so much in a short time and that gave me a lot of comfort,” says Richard, her husband of 38 years. “She got more done in her days than most people will get done in a very full lifetime.”

Franci’s love of helping others was evident as early as her college days when she majored in special education at Syracuse University and then became a teacher in upstate New York. When her young family moved to Tampa in 1979, she turned that desire to volunteering and supporting causes she believed important, but son Benjamin says she always remained a teacher. “It was always watch what I do,” he recalls.

For more than a decade she turned her energy to the S JH Foundation board, an especially important cause to Franci because the hospital serves all segments of the community. Over the years she chaired the gala and the annual giving fund, and according to board chair Elaine Shimberg, motivated others on the board, encouraged growth and spread the word about the hospital she loved.

After her diagnosis, Franci received her treatment at St. Joseph’s. “No matter where we went in the hospital, we were terribly impressed by the people who work there and what they did for Franci and others,” says Richard.

After her death, gifts poured in to the St. Joseph’s Hospitals Foundation from family and friends to honor Franci’s memory. Her immediate family also chose St. Joseph’s as the place to make their memorial gift, selecting the welcome desk in the lobby at St. Joseph’s Women’s Hospital to be dedicated in her name. “Mom was the consummate hostess, making everyone feel welcomed wherever they were,” says Benjamin. “We instinctively felt the welcome desk was the right place. She always made people feel part of the community.”

To paraphrase Shakespeare, “The good that men and women do lives after them.” You may notice when you come to the St. Joseph’s Hospital that there are many ways in which those “angels among us” are remembered and recognized. It’s not just areas of hospital bearing names of some special individuals who shared a passion for the hospital and the work it does, although this issue highlights three such special people – George M. Steinbrenner, Franci Rudolph, and Bettina Carroccetto – each of whom touched St. Joseph’s Hospital in his and her own way.

It was a nurse at the bedside, a comforting word from a Franciscan Sister, a busy physician stopping to give directions to a visitor who has lost his way, a volunteer who just took time to listen, and the many patients and their families, thankful for the quality, tender care they received within our walls. The plaques and pictures, signs and scholarships, memories in the making are wonderful tributes to these individuals as we pass through St. Joseph’s Hospital halls.

Though many are now gone from our world, these friends wanted to leave a visible reminder of their devotion to St. Joseph’s Hospital, both of what it meant to them and possibly, as a challenge to others to share what they can in time, treasure, or talent.

Next time you notice someone’s name on a scholarship, wall, or department, stop and remember these individuals and mentally say a prayer of thanks for their service and their generosity. For information on how you can memorialize a loved one, contact the Foundation at 813-872-0979.
A Living Tribute To A Lost Nurse

Bettina Carroccetto had an infectious personality, a strong faith, and an unwavering passion for her work as a charge nurse in the Steinbrenner Emergency/Trauma Center for Children at St. Joseph’s. She was a guiding force for those in the ER, a role model respected by her peers, and an advocate for children at their most vulnerable time. Bettina’s colleagues affectionately called her Nurse of the Year because of her leadership abilities and her unflagging effort to go above and beyond the expected.

She was 29 when she died a year ago in a car accident. Her friends, colleagues and family were devastated. “In the pediatric emergency room, we’re very much a family,” says Aruna Jagdeo, an ER nurse there. “Losing Bettina was losing a member of our family.”

It didn’t take long before those touched by Bettina wanted to honor her memory in some enduring way and decided on a scholarship for a nursing student. “We’ve had overwhelming support from the St. Joseph’s staff from housekeepers to physicians throughout the whole hospital system,” says Jagdeo. “Bettina touched everyone on some level or other.”

The Carroccetto family did not realize the scope of Bettina’s impact until after her death when the tributes and funds started pouring in, but in some ways, it did not surprise them. “Nursing was the perfect profession for her,” says Bettina’s mother, Susan Carroccetto. “She was always putting everyone else first. She was always first in line to do something for others.”

The annual scholarship, established through the St. Joseph’s Hospitals Foundation, will be awarded to a St. Joseph’s team member who is studying to become a nurse. Bettina’s parents, Susan and Alfio, have formed a committee of nurses and doctors who worked with Bettina as well as her best friend to help them select the recipients. The committee is also planning events to continue building the fund. They held the first one last November on Bettina’s thirtieth birthday and plan to make it an annual event. They are planning a golf tournament and a cookbook that reflects Bettina’s other passion – cooking.

“When individuals are placed in our paths for a specific reason,” says Lissa Hayes, director of emergency services at St. Joseph’s, “I believe Bettina was placed that way. She encouraged us as individuals and as an organization to be better than we are. In her short life, she honed the skills to really challenge you in an unspoken manner to be a better nurse, friend, parent. A light has gone off in our midst, and we miss her every day.”
Isolation, boredom, and fear visit children with cancer frequently during their treatment. Without professional support and programs, these emotions can lead to lifelong difficulties for pediatric cancer survivors. Thanks to a $100,000 Hope Grant from Hyundai Motor America through its Hope on Wheels program, St. Joseph’s Children’s Hospital will implement the Keeping Cancer Kids Connected program aimed at reducing the impact of cancer and its treatment on children and their families.

The award is one of 68 Hope Grants given nationwide in 2010 through the special $7 million Hyundai initiative to support the fight against and care for childhood cancer. Helping to eradicate the disease has been the philanthropic focus for Hyundai Motor America since 1998 when a group of dealers in the Boston area raised money for the Jimmy Fund at Dana Farber Cancer Institute. Soon that became a national effort, supported by Hyundai Motor America and the more than 800 dealers, who donate $5 for every new car sold in their dealerships. So far, over $28 million has been donated through Hope on Wheels. The Hope Grants were funded through an additional donation of $50 per Sonata, the automaker’s most popular model, for what was originally conceived as a one-time program.

Scott Fink, owner of the Hyundai dealerships in New Port Richey and Wesley Chapel and chairman of Hyundai National Dealer Council, thinks the Hope Grants may become an annual award. “It was so well received by the hospitals and organizations that received grants, by the dealers and the manufacturer that I believe this is something we will do on an annual basis.”

Since 2005, St. Joseph’s has received more than $350,000 from Hope on Wheels in support of its children’s cancer research and treatment program. St. Joseph’s also has been the recipient of the Hope on Wheels Tour signature car, a white Hyundai Santa Fe covered with colorful handprints representing childhood cancer patients from all over the country. Proceeds from raffling the car provided additional funds for St. Joseph’s Children’s Hospital.

“This program is not about selling cars,” says Fink who just recently joined the St. Joseph’s Hospitals Foundation board. “It’s about eradicating disease and taking care of children. If we can play a role in helping to make it happen, that’s great. That’s what it’s about.”

Founded in 1998, Hope on Wheels is the united effort of Hyundai Motor America and its nearly 800 Hyundai dealers across the US committed to helping kids fight cancer.

**KEEPING CANCER KIDS CONNECTED**

**CONNECT** to Comfort through therapeutic activities such as diversionary and medical play, and art and music therapy to encourage expression and enhance coping skills and pain management.

**CONNECT** to Treatment by extending child life and education services beyond the inpatient setting to outpatient settings.

**CONNECT** to Family and Friends with computer access for virtual learning, entertainment and social communication.
ERIN ANDREWS CHARMS, EDUCATES AT WOMEN’S EVENT

You didn’t have to be a sports fan to enjoy ESPN reporter Erin Andrews at the annual luncheon of the Philanthropic Women of St. Joseph’s. The Tampa native, University of Florida grad, Dancing with the Stars veteran, anti-stalking advocate and now Good Morning America correspondent was a fast favorite amongst the attendees at the sold out event.

Luncheon guests heard a nice mix of sports and Dancing with the Stars tidbits, anecdotes from Erin’s career progression up to ESPN, and words of caution about hotel safety and stalking.

Accompanied at the luncheon by her parents, Paula and WFLA Channel 8 reporter Steve Andrews, Erin thanked St. Joseph’s Hospitals for caring for her father and seeing him successfully through his prostate cancer treatment. She broke the news that she and her father, who is now cancer free, would be appearing in a national public service campaign to promote early prostate cancer detection.

The luncheon is an annual membership event for the Philanthropic Women of St. Joseph’s. The women’s group of nearly 100 members, who each make an annual contribution of $1,000 or more, sponsors a grant program where the membership reviews several hospital projects and collectively decides which one to fund. Including their 2011 project the PWSJ will have raised and given nearly $200,000 to support women’s and children’s health care.

For more information, or to become a member, contact Nora Gunn at 813-872-0979.

The annual toy and donation drive to benefit St. Joseph’s Children’s Hospital had the children and the community enjoying some Christmas cheer a little early. During the 2010 effort, over $40,000 in toys and contributions were donated by generous members of the community. Celebrity guests including Santa, Buccaneer Quincy Black and on-air personalities from media partners Fox 13 Care Force, helped make the day a big success. Thanks to all our partners including Rooms To Go Kids, the local Hyundai Dealerships, UPS, Pods and Old Navy.
The Bank of Tampa was honored as Tampa Bay’s Philanthropic Corporation at National Philanthropy Day. The Bank, nominated by St. Joseph's Hospitals Foundation, was recognized for their deep and sustained organizational culture of community support through direct charitable contributions, the generosity of Bank employees, and the volunteerism demonstrated by employees at every level. Bill West, president of The Bank of Tampa, serves as a member of both the St. Joseph’s Hospitals and Foundation board of trustees and is a past chairman of both.

Last year Hinks and Elaine Shimberg were selected as Philanthropist of the Year. Also nominated by St. Joseph’s, the Shimberg’s were honored for a lifetime of personal generosity and philanthropic leadership that has helped to develop the Tampa Bay community. More recently, the Shimberg’s have made a naming gift in support of the new Shimberg Breast Center at St. Joseph’s Women’s Hospital. Elaine is chairman of the board of the St. Joseph’s Hospitals Foundation and is a past chairman of the hospital board.

National Philanthropy Day, officially recognized on November 15, is celebrated in hundreds of communities by the Association of Fundraising Professionals (AFP) throughout North America to commemorate the spirit of giving that changes lives and the people who give to improve their community.
**MARK YOUR CALENDAR**

Georgette’s Celebrity Holiday Fashion Show
December, 2011 at the Hyatt Regency, Downtown Tampa

**FASHIONABLE SUPPORT FOR SHIMBERG BREAST CENTER**

The sold-out crowd got a Georgette’s-style dose of holiday spirit at our star-studded, toe-tapping, floor to ceiling glam celebrity fashion show held on December 9th. Co-chairs Lisa Pearson and Sally Sierra, pictured here with emcee Gayle Sierens, led the now annual tradition and raised $40,000 for the Shimberg Breast Center at St. Joseph’s Women’s Hospital.

**RAYMOND JAMES AND TAMPA BAY BUCANEERS KICK FOR KIDS**

St. Joseph’s Children’s Hospital received a generous contribution of $8,667 from Raymond James Financial. The financial services company’s annual Kicking for Kids donation is based on the number of successful field goals kicked by Tampa Bay Buccaneer Conner Barth. Children from the hospital and their families enjoyed a visit and tour of One Buc Place hosted by the Bucs place kicker.

**EMPLOYEE DONATIONS HIT $1 MILLION MARK**

St. Joseph’s employees have donated $1 million to benefit hospital patients, their fellow colleagues, and the community at large. The 5-year total was reached at the conclusion of the 2010 annual giving campaign, where 1,500 employees gave over $200,000. Programs funded through the campaign include patient satisfaction projects, nursing scholarships, an employee emergency fund, and contributions to the United Way.
Happening in the Hospitals

SJH-North Recognized First for Building Green

St. Joseph’s Hospital – North is the first acute care hospital in Florida and among the first in the nation to achieve LEED certification from the U.S. Green Building Council. The environmentally friendly building is made of materials that support energy conversation and clean air with low chemical emissions and recycled content. Overall, the hospital was designed with an environmentally sustainable philosophy to create a landscape of open space, providing habitat for wildlife and natural views for patients.

Delilah Visits to Announce National Children’s Partnership

The national announcement of radio host Delilah’s partnership with Together for Kids (T4K) was made from St. Joseph’s Children’s Hospital earlier this year. Delilah will serve as spokeschampion of T4K, an alliance of children’s hospitals throughout the country dedicated to advocating and fundraising to support children’s health care. St. Joseph’s Children’s Hospital is a founding member of the T4K network, which includes 43 member hospitals.

Delilah, the mother of 11 biological and adopted children, has a radio audience of more than 8 million listeners and can be heard in Tampa on the New Magic 94.9. While at St. Joseph’s, Delilah visited with patients and families, displaying her trademark warmth and caring.

St. Joseph’s Goes Tobacco Free

The campuses of all St. Joseph’s Hospitals became tobacco free on January 1, 2011. Smoking and tobacco use are not allowed in any facility on any part of the campuses by employees, physicians, patients, visitors or vendors. St. Joseph’s took this action as part of its mission to improve the health of the community, and to create and maintain a healthy environment for all those it serves.
ICU and Ortho
Expansion Complete at St. Joseph’s Hospital

A two floor expansion of the critical care tower is now complete, adding 52 new private patient care rooms dedicated to intensive care and orthopedics. The $35M expansion created a 26 bed medical/surgical unit devoted to orthopedic patients, and increased St. Joseph’s intensive care capacity to 78 beds. Both areas were in need of additional space as demand for services often exceeding the existing capacity. Each year, St. Joseph’s ICU will care for the medical needs of 5,000 or more critically ill patients.

Lighting’s Steven Stamkos Champions Hero Kids

Nearly 100 children were nominated to be honored for their heroic deeds or selfless acts at the St. Joseph’s Children’s Hospital’s 14th Annual Kids Are Heroes Awards. The winners, who are chosen by current and past pediatric patients, received their trophies at a fancy, family friendly ceremony from Kids Are Heroes spokeschampion Steven Stamkos, center for the Tampa Bay Lightning. Deeds for which children are honored include saving another child from drowning, forgoing gifts to raise money for charitable causes, saving a relative’s life by calling 911, and pulling a child and parent from a burning car following a car accident.

St. Joseph’s Hospital-North
Hits One Year Mark

February 15 marked the official one year anniversary of the newest St. Joseph’s Hospital in Lutz. With more than 33,500 patients cared for by our team of 500, the community was quick to embrace Tampa’s first new hospital in 30 years.

“From the more than 100 patients who need our ER every day, to the folks who stop by the hospital to dine at Twigs Café, the North Tampa community has made us feel welcomed,” said hospital chief operating officer Paula McGuiness. “We value each family, each person who has trusted us with their care.”
Dear Friends,

For St. Joseph’s Hospitals, caring for the community means never standing still. The one constant in our 75-year history has been the continuous quality improvement and expansion of our services, capabilities and facilities.

This tradition was never more evident than in 2010 with the opening of St. Joseph’s Hospital-North, Tampa’s first new hospital in 30 years. But true to our reputation, progress did not stop there. Patients at St. Joseph’s Hospital are receiving care in a new two-story expansion of the critical care tower that opened in late 2010, offering one floor dedicated to private orthopedic patient rooms, and an entire floor of additional intensive care rooms.

As you have read about in this issue of Spirit, caring for women and babies is so central to our philosophy that a major $75 million expansion of St. Joseph’s Women’s Hospital also kicked off in 2010. The 5-story tower will include a much larger, all private room Neonatal ICU, private hotel-style mom/baby and medical/surgical rooms, and the expanded, state-of-the-art Shimberg Breast Center.

With the deep loyalty and generous support of our neighbors, St. Joseph’s has continually expanded its position as Tampa’s trusted health care resource. We are so appreciative of you, all our donors who supported St. Joseph’s healing mission. Thanks to you, St. Joseph’s Hospitals Foundation received $2.67 million in philanthropic support in 2010, and was able to distribute over $1.1 million to fund important patient care programs, services and technology.

Thank you for being a part of the St. Joseph’s family. You are vital to our ability to change, improve and grow to meet the health care needs of our families and yours.

Sincerely,

Deborah A. Kotch, CFRE
President
St. Joseph’s Hospitals Foundation
The Sr. Marie Celeste Society

Named in admiration, gratitude and honor of the vision and determination of St. Joseph’s past chief executive and in tribute to our founders, the Franciscan Sisters of Allegany, the Sr. Marie Celeste Society is a fellowship of benefactors who have included the hospital in their estate plans.

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For information or to include St. Joseph’s in your estate plan, please contact Deborah Kotch, CFRE at deborah.kotch@baycare.org or 813-872-0979.

*Italicized entries denote donors who are deceased.*
The exceptional generosity demonstrated by members of the Chairman’s Circle has inspired and forever elevated the quality and nature of health care available in our community. Their cumulative lifetime investment of $25,000 or more has made a lasting impact on the superior standard of care that, since our founding by the Franciscan Sisters of Allegany 75 years ago, has been St. Joseph’s hallmark.
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**Christmas In July**
Friday, July 22
In partnership with Fox 13 Care Force
Toy and Donation Drive to benefit St. Joseph’s Children’s Hospital
Drive thru drop off at SJCH begins at 8am
Virtual toy drive: www.sjhfoundation.org
Sponsorships and corporate volunteer opportunities available

**Steppin Out Gala: Endless Summer**
Saturday, September 10
Presented by Rooms To Go Children’s Fund
Event Chairs: Matt and Dr. Tracy Halme
Hyatt Regency, Downtown Tampa
Cocktail Hour and Auction begin at 6:00pm
Individual tickets: $250; sponsorships available

**St. Joseph’s Hospitals Foundation’s Annual Golf Classic**
Monday, October 3
Presented by Barton Malow Construction
Tournament Chairs: Kirk Davis, Esq. and Kevin Stewart
Old Memorial Golf & Country Club
Registration opens at 8am
Individual golfer: $1,500; sponsorships available

**Georgette’s Celebrity Holiday Fashion Show**
December, 2011
Hyatt Regency, Downtown Tampa
Registration opens at 10am; Fashion Show at noon
Individual tickets: $75; tables and sponsorships available
For information, please call the Foundation at 872-0979

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**About The Foundation**

The St. Joseph’s Hospitals Foundation is a qualified 501(c)(3) charitable organization whose role is to secure, receive and administer philanthropic resources on behalf of and to benefit the four St. Joseph’s hospitals. We seek to inspire the community to engage in charitable investment to preserve the St. Joseph’s tradition of caring, to fuel innovation and medical excellence, and to make possible facilities, programs and services to better serve our patient’s medical, emotional and spiritual needs.

Governed by a board of directors made up of community leaders, the Foundation strives to be a model in donor and gift stewardship, privacy, and financial management. Fifteen percent of donated funds are allocated by Board policy for unrestricted purposes, which may include urgent, unforeseen needs, endowment, and for operations. We conduct an annual independent audit of our financial position, subscribe to the Donor Bill of Rights, and adhere to HIPAA privacy standards and regulations.

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