

INSPIRING GENEROSITY



St. Elizabeth Cancer Center is being designed around the patient and family experience. Read more throughout this issue.

At St. Elizabeth Foundation, we're proud to be **right here** working behind the scenes to help Northern Kentucky become one of the healthiest communities in America. Currently, we're especially focused on building support for the St. Elizabeth Cancer Center. When we talk about cancer, we mention statistics, technologies, medications and treatments, but we never lose sight of the fact that cancer care is truly about *people*. In this issue of Inspiring Generosity, you will learn more about the people giving so generously to make our vision of innovative cancer care a reality.



Carri Chandler
Vice President,
St. Elizabeth
Foundation

Dear Friends,

Think about when one of your loved ones first received the news of cancer, the uncertainty that pops into everyone's mind. What will we do? Will he be okay? Where will she get treatment?

That uncertainty will be erased to a large extent with the opening of the St. Elizabeth Cancer Center. From multidisciplinary care and precision medicine to clinical trials and prevention services, we will have the opportunity to offer the kind of groundbreaking, comprehensive cancer services right here in Northern Kentucky, which in the past you could only receive if you got on a plane.

Right now, we are in the heart of our \$30 million fundraising campaign for support of this remarkable new Center, which will open its doors in the Summer of 2020. We are halfway to our stretch goal for funds needed to support the Center. What is more impressive is the 70 percent of St. Elizabeth associates who have contributed or committed to contribute to this project. We are humbled and pleased by the outpouring of support we have received from our associates, friends and neighbors and the belief they have shown in St. Elizabeth to change the trajectory of this devastating disease.

No one is immune to the possibility of being diagnosed with cancer. In fact, as Kentuckians, we are even more likely to face the disease. With the completion of this project, we truly have a chance to change Northern Kentucky. To those generous donors who have supported this endeavor, we sincerely thank you. To those who may just be learning about this tremendous opportunity, we invite you to join us in the campaign. A decade from now we will stand together, amazed at the difference we have made, **right here** at home.



Bob Hoffer
Chair, St. Elizabeth Foundation
Managing Partner, DBL Law

WHO WE ARE WHAT WE DO



St. Elizabeth Healthcare provides over **\$100 MILLION** annually in uncompensated care to our community.



100% *of donations* go to the work of St. Elizabeth Healthcare.

Cancer Patient Support

A Holbrook Minning Legacy

Facing a cancer diagnosis and treatment is difficult enough without considering the additional challenges a life-altering situation may bring. The Cancer Patient Support Fund of St. Elizabeth Foundation provides essential everyday support to cancer patients during the difficult days of treatment. Through the fund, cancer patients in need are provided with Kroger gift cards to use as they wish to meet their needs.

The Cancer Patient Support Fund was initiated through a generous outpouring of support by the Holbrook and Minning families, who sought to lighten the burden many cancer patients face.

WHY I GIVE:

DR. BRENNAN AND HIS WIFE KAREN ENZWEILER MADE A \$500,000 DONATION TO DEMONSTRATE THEIR COMMITMENT TO CANCER CARE AND NORTHERN KENTUCKY.

— This is a —
PHILOSOPHICAL DONATION.

It's about what's going inside the Cancer Center
TO HELP ENSURE THERE WILL ALWAYS BE PALLIATIVE CARE.

There is a huge
unmet need for palliative care.

— Dr. Lawrence Brennan, Oncologist

THE MAXON FOUNDATION, U.S. BANK, N.A., TRUSTEE AWARDS \$1.5 MILLION GRANT FOR NEW MOBILE MAMMOGRAPHY UNIT

The grant includes \$1 million for the van and the screening technology housed within it, and another \$500,000 for maintenance to protect the investment for years to come. It will help meet the needs of rural populations in Kentucky, Ohio and Indiana.

Many of these women face significant barriers to obtaining healthcare — not just transportation issues, but cultural, financial and educational constraints.

— *A lot of the women we screen* —
HAVE NEVER EVEN HAD A MAMMOGRAM, EVEN THOUGH THEY'RE WELL PAST 40,
the recommended age for annual screenings.

— *This service is* —
LITERALLY LIFESAVING FOR THESE VULNERABLE POPULATIONS.

— Madonna Vinicombe, Mobile Mammography Program Manager at St. Elizabeth

FIFTH THIRD FOUNDATION, JACOB G. SCHMIDLAPP TRUSTS & CHARLOTTE R. SCHMIDLAPP FUND, FIFTH THIRD BANK, TRUSTEES AWARDS ST. ELIZABETH \$1.5 MILLION IN GRANTS

This combined gift (\$500,000 from each fund) will be used for programming to address the opioid crisis and substance use disorder, including services for pregnant and parenting women with substance use disorder.

We are proud of our ongoing commitment
TO SERVING OUR COMMUNITIES THROUGH PHILANTHROPY.

Given the wildfire-like growth of this
— epidemic in our backyard, —

WE BELIEVE OUR CONTRIBUTION
— *to support the great work that* —

ST. ELIZABETH HEALTHCARE IS LEADING

to address substance abuse with programming and education has never been more critical.

— Tim Elsbrock, Fifth Third Regional President and Member of the Charlotte R. Schmidlapp Fund Committee

DBL LAW, THE LARGEST NORTHERN KENTUCKY-BASED LAW FIRM, PLEDGED \$1 MILLION TO ST. ELIZABETH FOUNDATION TO SUPPORT THE ST. ELIZABETH CANCER CENTER.

— *For many of us,* —
the cancer struggle is deeply personal.

WE HAVE, LIKE MOST IN OUR COMMUNITY,
lost friends, family, clients and co-workers.

WE BELIEVE OUR GIFT WILL HAVE A POSITIVE IMPACT

— *on the future of cancer care* —

in our region, and as business leaders, we are committed to doing our part.

— Jim Dressman, DBL Law Partner

LEADERS WITH A PASSION FOR OUR COMMUNITY

St. Elizabeth Foundation has taken on the ambitious goal of raising \$30 million of the Cancer Center's \$140 million price tag. We are inspired by St. Elizabeth's outstanding medical team, our volunteer leaders and – most of all – the patients and community we serve. The campaign is the largest fundraising initiative St. Elizabeth Foundation has undertaken, and we are seeking support from community members, businesses, foundations and friends.

Two individuals have stepped forward as champions of hope in this endeavor – Dan Groneck and Kristi Nelson.

As co-chairs of the campaign, these dedicated community members work to stimulate ideas and rally the community around raising the funds necessary to build this remarkable new structure and the programs within.

ST. ELIZABETH CANCER CENTER

Cutting-edge cancer care ... right here at home

- Five stories, 233,000 square feet
- \$140 million facility
- The largest, most comprehensive cancer center in Greater Cincinnati
- Prevention and early-detection screening
- Precision medicine and individually tailored treatment plans with the aid of genomics
- Scheduled to open in Summer 2020

Our continuum of highly personalized care will save lives and improve the quality of life for survivors – putting Northern Kentucky on the map for innovative cancer care.

Both have a personal passion for their role. Mr. Groneck lost both parents and six of his siblings to cancer. Mrs. Nelson is herself a cancer survivor who had to travel out of the region to seek appropriate treatment for her diagnosis.

"I don't think we should settle for second best in this community. We can do it here. I say pay it forward, because you don't know when you are going to need that resource to sustain your own life or the life of someone you love."



Kristi Nelson
Cancer Center
Campaign Co-Chair

"Now, for the most part, if you get a cancer diagnosis, you have to go from place to place to be treated – especially if you have a very rare type of cancer. You may even have to go out of state. It's devastating enough to get such a diagnosis, but imagine having to leave your family, your loved ones at such a time ... and the costs involved with that. This Center will provide the opportunity for treatment right here at home, with all of the care and resources you may need under one roof. We're doing something that no one else is doing, and we will move the needle here in Northern Kentucky."



Dan Groneck
Cancer Center
Campaign Co-Chair

CARE DESIGNED WITH THE PATIENT & FAMILY IN MIND



St. Elizabeth Cancer Patient & Family Advisory Council members (L to R): Joey Fay, Dwinelva Zackery, Stephanie Baker, Mary Lynn Brunemann, Mary Krahe, Sharon Cross, Mary Luebbers, Linda Schilling and Brent Harvey. Not pictured: Kelly Schoening Holden and Matt Fenik.

When the leaders of the groundbreaking St. Elizabeth Cancer Center were embarking on the project, they imagined a state-of-the-art building to house the latest care and treatment options. But, beyond the bricks and mortar, they knew they wanted something more. They envisioned a center with a heartbeat – a place that truly understands the needs of a cancer patient and caters to those needs down to the smallest detail. Physically, of course, but also logistically, practically and emotionally.

And so, they turned to cancer patients, survivors and caregivers for input. After all, who better understands the needs of a cancer patient than someone who has been there before?

The St. Elizabeth Cancer Patient & Family Advisory Council

works to determine what will truly make a difference in improving the experience of cancer patients during one of the most difficult times of their lives.

The Council, comprised of current and former

“WE STRIVE TO BE THE VOICE OF THE PATIENT.”

patients, caregivers and loved ones, considers the patient’s perspective in every level of the decision-making

process – decisions that may seem simple but in reality are extremely impactful.

CANCER CARE: WHY IT'S PERSONAL

It's probably no coincidence brothers Doug and Dan Flora both ended up as oncologists. They lost their mother to breast cancer at a very young age.

"Cancer was a simple truth in our house at an early age – it wired us differently, I think," Dr. Doug Flora said. "We had experienced the chaos and pain that can accompany having a loved one with cancer in daily life as teenagers."

During their mother's battle with cancer, the Floras encountered some physicians who were very kind and caring and others who were less so. Both left indelible impressions on them as future physicians.

Fast-forward 20 years and the lessons learned in that house translate well when the brothers are caring for patients, comforting scared children and talking to caregivers.

Both doctors signed up to be part of the cancer program at St. Elizabeth and have been working together for the last four years.

Dr. Doug Flora is Executive Medical Director of Oncology Services. He is an integral part of the leadership team at St. Elizabeth, serving in such roles as former President of Medical Staff, Physician Champion in Precision Medicine and Mayo e-Consults, and Chairman of Medicine. He is a former member of the Board of Trustees at St. Elizabeth and also serves on

the boards of Cancer Family Care and the Andy and Jordan Dalton Foundation.

Dr. Dan Flora is leading the focus on clinical research as Medical Oncologist and Chairman of Oncology Research at St. Elizabeth. He has a background in pharmacology, which benefits his special interest in personalized medicine, where each treatment plan is developed to minimize toxicity. Currently, Dr. Flora is leading the research team as principal investigator for multiple clinical trials. Many of these studies are exploring alternatives to chemotherapy, such as targeted or immune therapies.

"The only way we're going to find a cure, or have a higher chance to cure, is through clinical trials," Dr. Dan Flora said. "If we keep doing the same thing, we're going to make no progress. When the new Cancer Center opens, it's my goal that patients won't have to travel to have access to the best clinical trials – the newest treatments will be done right here in their backyard. We know that patients who are close to their families have the best outcomes."



From left:
Dr. Doug Flora and
Dr. Dan Flora

"We strive to be the voice of the patient," said Stephanie Baker, Volunteer Chair of the Council. "At St. Elizabeth, excellent medical care is already a given; we're working alongside the care team to soften the blows a cancer diagnosis can impose."

Beginning with input on building considerations, the Council's work has now progressed into patient touches, things patients value, educational materials, programs, questions committee members wish had been answered for them and more. As the Cancer Center grows and evolves, so will the Council's work.

The Council is the brainchild of Dr. Doug Flora, Executive Medical Director of Oncology. As a physician, cancer patient and family

member of a cancer patient, he has seen the impact of a cancer diagnosis from many sides. These experiences have fueled in him a passion for exceptional, patient-centered care at every level.

"I had thought I was a very empathetic physician, but once I walked in their shoes, I realized I knew much less than I thought I did about what patients feel and experience every day," Dr. Flora said.

"The strength of the Council is that it's made up of people who know how deeply these emotions are felt and are motivated to guide us to do our very best work every single time for every single patient. We want to come to a completely patient-generated process that places a higher emphasis on patient experience."

FRIENDS, FOOD, FASHION & FORE!



SAVE THE DATES

Join your friends and neighbors for some fun ... with a purpose!

St. Elizabeth Foundation hosts a variety of events each year to rally our community around hospital projects and build financial support. Mark your calendars to join us at one of our upcoming events!

Grant Golf Classic

GRANT GOLF CLASSIC

Friday, May 17

The Grant Golf Classic brings together business professionals, community leaders and decision makers throughout Northern Kentucky in a fun and relaxed atmosphere - solely to support the needs of St. Elizabeth Grant.



GOLF PARTEE

Tuesday, September 10

Each September, business leaders and golf enthusiasts alike gather on the course united in their cause - raising funds to support patient needs. Whether or not your golf game is on par, there is a lot of fun to be had at our Golf ParTee - the Foundation's signature fundraising event.



STYLE SHOW & LUNCHEON

Monday, November 25

A fabulous day of shopping, lunch, silent auction and a peek at the styles you're likely to see in 2020! Every dollar raised from our annual Style Show & Luncheon is used to help better the health of our community.

SHOP FOR A CAUSE

You're invited to our seasonal shopping celebrations at Dillard's Crestview Hills Town Center! Dillard's graciously donates 10% of the proceeds from each event to St. Elizabeth!

August 9: Back-to-School **November 17:** Holiday

WE'D LOVE TO RECEIVE YOUR RSVP!

If you would like more information, call us at (859) 301-3920 to learn more about our events in 2019.

FOUNDATION COMMITTEES

St. Elizabeth Foundation's vital work is in large part carried out by committed volunteers who share their expertise and resources by serving on our various committees. Each committee works toward fulfilling the Foundation's mission by pursuing different ways to support the essential projects undertaken by St. Elizabeth Healthcare. We are truly fortunate to have so many talented members of our community engaged in advancing the Foundation's mission.

BUSINESS SUPPORT COMMITTEE

Builds relationships with businesses to enhance corporate giving through gifts, grants and sponsorships.

COMMUNITY RELATIONS COMMITTEE

Serves as goodwill ambassadors, community relationship builders and hosts of charitable events.

MAJOR GIFTS COMMITTEE AND SIGNATURE COMMITTEE

Pursues significant monetary contributions from individuals and businesses.

PLANNED GIFTS COMMITTEE

Cultivates opportunities for giving through wills or trusts.

SAMARITAN COMMITTEE

Connects with individual donors to establish multi-year commitments.



SUPPORTER SPOTLIGHT: SAMARITAN COMMITTEE

The Foundation's Samaritan Committee works diligently to connect donors to the valuable, life-giving work of St. Elizabeth Healthcare.

By reaching out to individuals, couples and families, the members of the Samaritan Committee build a network of financial backing to support the Foundation's important and ambitious goals by highlighting the essential role St. Elizabeth plays in the community.

"The more we've been involved with St. Elizabeth, the better we've gotten to know the staff and physicians, the more we see that St. Elizabeth is not just an entity for the community - it is the community," said Matt Swendiman, Samaritan Committee Chair.

"Our two younger children were born at St. Elizabeth in Edgewood. Our daughter needed to be in the NICU for about a week after she was born, and for us to have that facility and those resources here in town was phenomenal. We know firsthand what St. Elizabeth can do - not just for our family but for the whole community."

"The Samaritan Committee provides a chance for people in Northern Kentucky and beyond a philanthropic opportunity to support our community's healthcare system."

The Committee particularly seeks to encourage membership in the Foundation's Samaritan Society, comprised of individuals or couples who pledge a donation of \$10,000 or more. This remarkable group - signifying the Foundation's most steadfast supporters - now exceeds 575 members.

And the Committee's hard work makes quite an impact, raising more than \$6.5 million to date. All of which goes right back to work for our friends, family and neighbors ... **right here at home.**

PATHS OF GENEROSITY

Generosity comes in many forms, from sharing wealth or donating goods, to offering praise and giving time. How can you bring your vision of generosity to life?



Make a gift to one of our programs or funds, or create your own in honor or memory of a loved one.



Attend or sponsor one of our fundraising events.



Collect or donate items from St. Elizabeth's Wish List of supplies needed to keep our patients feeling calm, comfortable and blessed by the kindness of others.



Enrich the lives of others and yourself as a volunteer at one of our hospitals.



Honor a St. Elizabeth associate who went above and beyond for you or a loved one by making a gift in their name.



Make healing a part of your legacy by remembering St. Elizabeth in your estate plans.

OUR GIVING TOOLKIT Honoring a milestone? Celebrating a birthday? Observing the holidays? With St. Elizabeth Foundation's Giving Toolkit, we offer a simple way to ask friends and family to support the St. Elizabeth program or fund that is closest to your heart through a personalized online giving page or customized print materials.

Discover our many paths of generosity by visiting stelizabeth.com/foundation today.

ST. ELIZABETH AND HORIZON COMMUNITY FUNDS OFFER NEW WAY TO GIVE



St. Elizabeth Foundation is offering a new way to support the Cancer Center, through Horizon Community Funds of Northern Kentucky. As part of a community foundation, the customized fund offers donors a maximum tax advantage and the convenience of Horizon Community Funds managing the investment.

"We are extremely proud of this partnership with Horizon Community Funds. This designated fund will provide one more avenue for our community to help support St. Elizabeth Cancer Center as we come together to combat our region's high cancer rates and help residents live longer, healthier lives," said Garren Colvin, President and CEO of St. Elizabeth Healthcare.

Donors looking to support the Cancer Center through the St. Elizabeth Fund at Horizon Community Funds can get more information by contacting Nancy Grayson, Horizon President, at (859) 757-1552 or ngrayson@horizonfunds.org.

About Horizon Community Funds of Northern Kentucky

Horizon Community Funds of Northern Kentucky unites resources to raise the quality of life for all people in Northern Kentucky. Because Horizon is a community foundation classified as a public charity under the tax code, some donors are able to claim larger tax deductions. For more information, visit horizonfunds.org.



1 Medical Village Drive | Edgewood, KY 41017

Non Profit
U.S. Postage
PAID
Cincinnati, OH
Permit No. 9867

Generosity Heals. It brings hope. It preserves dignity. It comforts sorrow. And, it shapes our region into a more vibrant, resilient and compassionate place to live.

Thanks to donors like you, St. Elizabeth has been right here for generations, ensuring a continuum of outstanding healthcare in Northern Kentucky. With your generosity, we will continue this legacy of healing.

**TOGETHER, WE'LL MAKE
A LASTING IMPACT –
RIGHT HERE AT HOME.**

Contact Us. Connect with us to learn more about how you can make a difference in our community!
(859) 301-3920 | stefoundation@stelizabeth.com | stelizabeth.com/foundation

Please contact us if you wish to opt out of receiving any direct mail, email and/or telephone solicitations from St. Elizabeth Foundation.