

# INSPIRING GENEROSITY



Come together to transform  
cancer care. **RIGHT HERE.**

Volume 3 | Fall 2019 | [stelizabeth.com/foundation](http://stelizabeth.com/foundation)



St. Elizabeth  
FOUNDATION

**THE MISSION OF ST. ELIZABETH FOUNDATION IS TO INSPIRE AND CONNECT OUR GENEROUS COMMUNITY WITH ST. ELIZABETH PROGRAMS AND PROJECTS DEDICATED TO IMPROVING THE HEALTH OF OUR FAMILIES, FRIENDS AND NEIGHBORS. WE WILL ELEVATE ST. ELIZABETH TO LEAD NORTHERN KENTUCKY IN BECOMING ONE OF THE HEALTHIEST COMMUNITIES IN AMERICA.**

At St. Elizabeth Foundation, it is our honor and privilege to steward the generosity of our fellow community members to improve every life we touch. This issue of *Inspiring Generosity* shines a spotlight on just that. We hope it gives you a glimpse of how your neighbors – and beyond – are making an impact right here at home and inspires you to consider the difference you too can make.



**Carri Chandler**  
Vice President,  
St. Elizabeth  
Foundation

We were overwhelmed by the tremendous and deeply emotional outpouring this summer as our community came together to sign the final beam of the new Cancer Center and watch it rise as a symbol of hope for our region. As St. Elizabeth Foundation launches the community phase of our campaign to support the region's leading cancer center, we provide another opportunity for families in our community to make their mark.

Whether for testing, treatment, education or support, when the doors of the Cancer Center open in a year, everyone in our community will know someone who will immediately benefit from its presence. Through our Community Campaign, we strive to reach every corner of our community with information about how this center will transform the lives of our family, friends and neighbors for generations to come.

The St. Elizabeth Cancer Center belongs to each and every one of us. It is a center of hope for us all.

What an honor to come together to be a part of a Cancer Center built not just for our community, but supported so strongly by it.



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



**DONOR SHOWCASE**

St. Elizabeth is excited to announce our partnership with doTERRA to form the doTERRA Center for Integrative Oncology. With this partnership, doTERRA will play a foundational role in the development and implementation of integrative care within our new Cancer Center. These integrative care services such as yoga, aromatherapy, acupuncture, music/art therapy, support groups, on-site counseling and demonstration kitchen will help improve the quality of life for our patients and families as they are going through diagnosis, treatment and into survivorship.

doTERRA first learned of St. Elizabeth Cancer Center from one of its very own wellness advocates, Nicole Chase, who was a former patient of Dr. Flora and now a cancer survivor. Inspired by St. Elizabeth's personal and integrative approach to medical treatment it would offer patients, doTERRA wanted to be a part of this type of therapy that could help improve the quality of life for patients. In doing so, doTERRA also made a generous donation of \$5 million to the St. Elizabeth Foundation Cancer Center Community Campaign – the largest corporate donation in St. Elizabeth Foundation's 30 year history.

“St. Elizabeth is like family. We love everyone there and would do anything for them. It sort of feels — like coming full circle, —  
**OUR GIVING BACK.**”

— Joe and Rosemary Nader

“We are honored to be a part of this significant project with St. Elizabeth Healthcare. Our commitment in becoming a Corporate Samaritan is rooted in the belief that we can  
**TRANSFORM OUR COMMUNITY TOGETHER.**”

— David Spaulding, Turner Construction  
Vice President and General Manager

“We believe that by contributing to the mission of St. Elizabeth we are improving the quality of lives in our community today and for the future.  
**CARE IS NOW HERE,** making the road to recovery easier. No reason to seek healthcare outside our own backyard as professionals covering a myriad of expertise is just a click or a phone call away.”

— Tony and Gerry Zembrodt

“— The excellence that is —  
St. Elizabeth Healthcare is the most valuable resource we have in Northern Kentucky.  
**ITS BIGGEST ENDEAVOR YET — ST. ELIZABETH CANCER CENTER —** represents a cutting edge opportunity to tackle a dreadful disease that has affected so many of us. For us, it was an easy decision to support.”

— Kevin and Maria Molony



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.

# CARING FOR THE WHOLE PATIENT, UNDER ONE ROOF



Dr. Doug Flora and Nicole Chase

As many of us have come to learn, medical treatment is just one aspect — albeit a significant one — of the cancer journey. Managing the physical, mental and emotional aspects of a cancer diagnosis is not easy, and most patients need more than just medical care. In recent years, a growing number of patients have been turning to complementary therapies to augment their conventional treatments.

“Integrative medicine therapies empower patients to take an active role in their healing,” said Dwinelva Zackery, Director of Integrative Oncology for St. Elizabeth. “And they aren’t just ‘feel-good’ therapies. Many of them have been proven to reduce side effects, improve symptoms, enhance emotional health and increase overall quality of life. Taking advantage of these services can be essential to the healing process.”

When the St. Elizabeth Cancer Center opens next fall, nearly an entire floor of the building (more than 6,000 sq. ft.) will be dedicated to the holistic, patient-centered approach to care known as integrative oncology. Through partnerships with the American Cancer Society and local nonprofit organizations Cancer Family Care and Cancer Support Community, St. Elizabeth will offer a comprehensive suite of therapies and support services — in the very same building where patients will visit their doctor and receive treatment. Services will include acupuncture, yoga, meditation and more, and will be available to patients, as well as family members and caregivers.

“Some of our patients already take advantage of these services elsewhere in the community,” explained Zackery. “But for others, the fact

that the services are off site has been a barrier. Having the support right here under the same roof as the standard treatments will not only improve accessibility but also help demystify the holistic approach. Why not consider a counseling session during infusion, or try a yoga class while your loved one is in treatment? Our goal is to meet the needs of the whole person and to make it as seamless as possible.”

Along with the added convenience comes the opportunity to connect with other patients and caregivers who are navigating the same day-to-day challenges and can identify with what they’re going through.

“Oncology is a special field,” added Zackery. “The emotional and social support pieces are so critical to the healing process. I’m truly humbled to be a part of bringing this to our community.”

*Here is a glimpse at the integrative oncology offerings patients can expect to find when the Center opens next fall:*

## PATIENT & FAMILY RESOURCE CENTER

American Cancer Society-trained volunteers — many, themselves survivors — will direct visitors to the most up-to-date and relevant information on disease stages, treatment protocols, and clinical trials, as well as resources for promoting physical, emotional, mental and spiritual well-being.

## INTEGRATIVE MEDICINE

From massage and acupuncture to aromatherapy and homeopathic medicine, our integrative interventions will help improve the quality of life of patients going through cancer treatments.

## ART & MUSIC THERAPY

Creative arts therapies encourage patients to embrace the creative process to express emotions that are often difficult to speak in words. Developing this form of self-expression not only inspires personal growth but also nurtures social interaction, which can enhance healing and relieve anxiety.

## MEDITATION

In a quiet corner of the building, patients and caregivers will find a sanctuary to reflect, pray or simply relax before or after treatments or appointments. Staffed with clergy and chaplains experienced in the psychosocial aspects of cancer, it will serve as a source of spiritual and emotional support — or simply a place to pause — for those in need.

## MIND-BODY THERAPIES

Regular practice of mind-body exercises is reported to increase flexibility, ease difficulty breathing, offset fatigue, improve sleep quality, reduce stress and enhance mood. Here, our specially trained instructors will create an atmosphere of tranquility, where patients can feel anxiety transform to calm and worry to peace.

## COUNSELING & SUPPORT GROUPS

Cancer affects everyone differently. Our community partners are here to support everyone, from patients to their families and friends, on this journey. Cancer Family Care will offer counseling services, while Cancer Support Community will be hosting a variety of support groups. Here, patients and families will have the opportunity to learn from each other’s stories, gaining strength and hope along the way.

## DEMONSTRATION KITCHEN

Many cancer treatments can affect a patient’s appetite. Therefore, good nutrition can be a vital factor before, during and after treatment. From cooking classes to customized grocery lists, patients and caregivers will benefit from the unique suite of interactive nutrition services offered in our state-of-the-art Demo Kitchen.

## OUTREACH & EDUCATION

Education and community outreach will be an important aspect of the prevention, treatment and survivorship services offered at the Cancer Center. St. Elizabeth and its partners will be hosting a busy calendar of activities uniting and empowering patients, survivors and their families.



# COME TOGETHER TO TRANSFORM CANCER CARE. RIGHT HERE.

St. Elizabeth's groundbreaking Cancer Center is all about community.



It was born of the fundamental need to change the trajectory of cancer for our entire region.

It is rooted in the belief that cancer patients should not have to travel far from the comforts of their own home and the loving care of friends and family to receive exceptional cancer care.

It has been thoughtfully designed and meticulously crafted to cater to the needs of our neighbors with cancer — down to the smallest detail.

And, it has been embraced by generous donors since the unveiling of its planned development nearly two years ago.

**“I FEEL BLESSED TO BE ABLE TO CONTRIBUTE TO SOMETHING THAT WILL HELP SO MANY.”**

Now, we're pleased to announce a remarkable way for our community to make a tangible, life-giving imprint on the Cancer Center that will set our region apart.

The Community Campaign for St. Elizabeth Cancer Center will provide a once-in-a-generation opportunity for community members just like you to support the Cancer Center with a financial donation — to honor or remember a loved one, to provide a beacon of

**“I'M HONORED TO BE A PART OF A PROJECT THAT IS CHANGING LIVES.”**

hope for the future or to simply be a part of this tremendous endeavor.

In the following pages, you'll find more details about the impact your giving can have, creative ways to fundraise and donate, and even the opportunity to double the size of your gift. Be assured that no matter the size or method of giving, each and every gift makes an important difference to this essential project and is received with deep appreciation.

Over the next year, we'll be reaching wide and deep into our community to give every neighbor the opportunity to be an important part of building the largest, most advanced cancer center in our region.

**“MY FATHER WOULD WANT US TO SUPPORT THIS.”**

With this campaign — with your support — we truly have a chance to make a real, immediate difference in the lives of those we serve.

It is an exciting moment. We invite you to join us in this campaign. And then we will all stand together, amazed at the difference we've made, **right here at home.**

## CENTRAL BANK IS GIVING YOU ONE MILLION MORE REASONS TO GIVE TO ST. ELIZABETH CANCER CENTER

Leading the way as a cornerstone of the Community Campaign, Central Bank announced it will match community donations up to \$1 million to support St. Elizabeth Cancer Center. It is challenging the community to support the center and has generously agreed to match individual donations up to \$50,000.



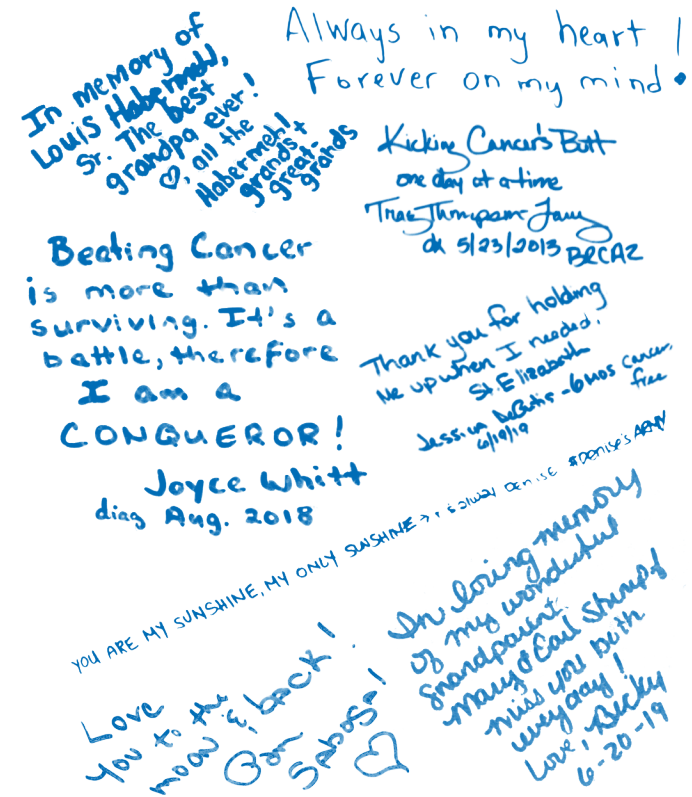
*“Central Bank is proud to partner with St. Elizabeth Healthcare to improve the health of our region,” said Jim Uebel, Central Bank Market President for Northern Kentucky. “We are proud to be Northern Kentucky’s community bank and share our success by investing in the health of our families, friends, employees and clients.”*

With this support, Central Bank shows its strong community partnership and commitment to improving the health of this community.

“The community match from Central Bank will make a lasting impact on the health of Kentucky residents and beyond,” said Garren Colvin, St. Elizabeth President and CEO. “We cannot express enough our deep appreciation for this generous support of our mission. With this investment, Central Bank will help us heal our community and improve the health of our region for generations to come.”

*Text the word **match** to 52182 to double the impact of your gift to St. Elizabeth Cancer Center.*

# HOW YOU CAN HELP



## TRIBUTE DONOR WALL

Moved by the outpouring of tributes from the Cancer Center beam, St. Elizabeth Foundation would like to give you and your family the opportunity to pay tribute to a loved one within the walls of this new building. When the St. Elizabeth Cancer Center opens next fall, it will feature the latest in philanthropic recognition, integrated beautifully into the Center's architecture.

Built not of engraved bricks but of individual digital screens, the innovative recognition display will signify the passion and unity of people throughout our region committed to changing cancer outcomes and bringing new hope to us all.

Reservations from donors are now being taken for these digital "bricks" on the corridor wall.

With a gift of \$2,500, payable over five years, each individual or donor group can customize their own digital screen on the dynamic wall. Honor a survivor, celebrate the memory of a loved one, or simply make your mark with a personal message.

The philanthropic display will remain prominently showcased in the Cancer Center for a minimum of 10 years.

Interested in learning more about the Tribute Donor Wall and how you can reserve your screen? Contact St. Elizabeth Foundation at (859) 301-3920 or [stefoundation@stelizabeth.com](mailto:stefoundation@stelizabeth.com).

## PATHS OF GENEROSITY

Generosity comes in many forms, and there are a variety of ways you can show your support for St. Elizabeth Cancer Center. How can you bring your vision of generosity to life?



Text the word **match** to 52182 to donate to the Cancer Center today!



Support St. Elizabeth while you shop! Community rewards programs are an easy way to shop for what you love while giving back to St. Elizabeth Foundation – at no additional cost to you. Sign up today with Amazon Smile ([smile.amazon.com](https://smile.amazon.com)), Kroger ([kroger.com/communityrewards](https://kroger.com/communityrewards)) and Remke Markets ([remkes.com/my-account](https://remkes.com/my-account)).



Host a birthday or holiday party! Instead of gifts, ask your guests to donate to St. Elizabeth Cancer Center in honor of a loved one or friend.



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

Stay in the know about the development of the St. Elizabeth Cancer Center, and the programs and people within it, by connecting with St. Elizabeth on social media.



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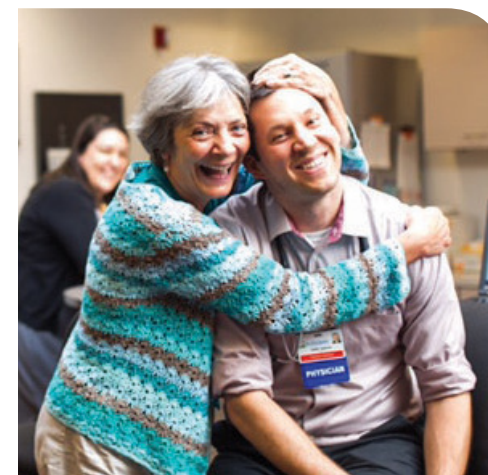
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YouTube  
[youtube.com/StElizabethNKY](https://www.youtube.com/StElizabethNKY)

## SHARE YOUR STORY. ENGAGE YOUR FAMILY AND FRIENDS. MAKE A DIFFERENCE.

Learn more about the St. Elizabeth Cancer Center Community Campaign at [stelizabeth.com/communitycampaign](https://stelizabeth.com/communitycampaign). More exciting news is coming soon.



## A GIFT OF GRATITUDE AT YEAR'S END ... THAT CAN BENEFIT YOU AS WELL

Your generous gift has tremendous power. Why? Because generosity heals.

If you are age 70 1/2 or older, you can take advantage of a simple way to make a charitable gift to St. Elizabeth Foundation and receive a tax benefit for yourself at the same time. You can give from your individual retirement account (IRA) directly to St. Elizabeth Foundation, without having to pay federal income tax on the IRA distribution. Also, your IRA charitable rollover distribution counts toward your required minimum distribution for the year.

Federal law allows you to give up to \$100,000 per year from your IRA to a qualified charity. This is especially important to know as you consider the impact of your IRA required minimum distribution on your income tax status.

Please connect with us and your IRA administrator for assistance with making an IRA charitable rollover gift. Contact Troy Fedders at (859) 301-2182 for more details.

## WITH GRATITUDE COMES GRACE: GRATEFUL PATIENTS AND FAMILIES

*From time to time, the level of care a patient receives makes such an impression they are inspired to give back. From honoring a caregiver to supporting a meaningful cause, these acts of generosity from grateful patients embody one of the purest forms of giving.*

Members of the Schreckenhofer family have been generous supporters of the Neonatal Intensive Care Unit (NICU) at St. Elizabeth Edgewood as a result of enduring a 116-day NICU stay at a Birmingham, Alabama, hospital where their daughter Ally Grace was born 16 weeks premature. Sara Schreckenhofer, Ally Grace's mother, has donated insulated lunch boxes for families to use during their extended hospital stay and beyond, while daughter Lily recently wrapped families in comfort and hope by collecting baby blankets as part of her school "passion project."

"The NICU means so much to our family. We've experienced it and we know what those families are going through," Schreckenhofer said. "We just want to give something back to the parents who have babies in the NICU."

There are so many ways to be a grateful patient. Donate thoughtful items like the Schreckenhofers. Leave a legacy as a family like Mary Margaret Torline Ornella. Begin a fund like Paul Street did in memory of his wife. Or, like Nicole Chase, share the word with those closest to you.

Do you have a special program you'd like to support or caregiver in mind you'd like to recognize? Contact Mary Lynn Brunemann at (859) 301-5426 to help bring your vision of generosity to life.



### FOUNDATION COMMITTEE SPOTLIGHT: COMMUNITY RELATIONS

St. Elizabeth Foundation's Community Relations Committee works to bring people together and inspire them to give back. Hosting various events and initiatives throughout the year, the committee increases awareness of St. Elizabeth's good work and raises funds to support a wide array of endeavors throughout the healthcare system.

The funds raised through its activities — such as its Holiday Style Show and Luncheon, involvement with Foundation golf outings and partnerships with area stores and restaurants — support large initiatives like St. Elizabeth Heart & Vascular Institute and the new St. Elizabeth Cancer Center. Funds raised also support smaller-scale projects such as transportation assistance for patients' medical appointments and personal care items for patients in need. The Florence and Ft. Thomas hospital auxiliaries and the Gift of Health women's shared giving program fall under the Community Relations umbrella, too, extending the committee's network of good.

"We are a busy group, and we do a lot of good for the community," said Carolyn Thomas-Thompson, the committee's chair and a passionate advocate of the hospital and its service to the community. "By bringing people together, sharing the Foundation's mission and encouraging others to give back, our work really extends across all segments of our society."

*The Community Relations Committee, led by Chair Carolyn Thomas-Thompson and Vice Chair Alyson Roeding, is always looking for enthusiastic new members with a passion for our community. If this describes you, please contact St. Elizabeth Foundation at (859) 301-3920 or stefoundation@stelizabeth.com.*

## IN THE COMMUNITY

Thank you to everyone who joined us on the links at the 40<sup>th</sup> annual Golf ParTee! With five flights on four courses, this year's event welcomed our largest crowd yet — over 550 golfers!

This beautiful day on the greens was the perfect opportunity for St. Elizabeth Foundation to officially launch the Community Campaign! The announcement was met with both enthusiasm and determination, and we are grateful to those attendees who have already shared the word about this exciting campaign with their family and friends.

All of the proceeds from the 2019 Golf ParTee will benefit St. Elizabeth Cancer Center, showing support for this center begins **right here** in Northern Kentucky.



### FRIENDS, FASHION & FUN ... ALL FOR A GREAT CAUSE!

Join us on Monday, November 25 from 10 a.m. to 3 p.m. for the St. Elizabeth Foundation Holiday Style Show & Luncheon, a great day of shopping, lunch and a peek at the runway styles you're likely to see in 2020 from Dillard's.

With over 400 community members in attendance, space is limited. Buy your tickets today at giving. [stelizabeth.com/styleshow](http://stelizabeth.com/styleshow).



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**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](mailto:stefoundation@stelizabeth.com) | [stelizabeth.com/foundation](http://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.