

The Vigil



Spring 2019

Celebrating commitment: CEO John Sherman explains his Foundation involvement



John Sherman and Susan Sellers at Coca-Cola UNITED

In 1979, a Georgia Tech student named John Sherman became a part-time clerk in the accounting department of Atlanta Coca-Cola Bottling Company. What he learned there helped him launch a career based on a corporate commitment to community support.

“Coca-Cola’s strong connection with Atlanta helped shape my perspective on corporate responsibility and involvement in the communities where our associates live and work,” says Sherman, now president and chief executive officer of Birmingham-based Coca-Cola Bottling Company UNITED. “I had that ingrained in me from my earliest days of working with Coca-Cola.”

For Sherman, that philosophy of giving back resulted in exceptional support of St. Vincent’s Foundation. This spring Coca-Cola UNITED, the second-largest privately held Coca-Cola bottler in the U.S., pledged to extend its generous decade-long support for another ten years. Sherman says his

firm’s partnership with the Foundation is consistent with his company’s core values, as well as the personal values instilled in him as a college student.

WHY COCA-COLA CONTRIBUTES

With so many worthy organizations in central Alabama, some might ask why Coca-Cola UNITED chooses to support St. Vincent’s Foundation, helping fund vital medical technology across St. Vincent’s Health System.

“We believe that St. Vincent’s is a critical entity for the city of Birmingham and the surrounding areas, providing excellent healthcare, and doing so as a nonprofit,” Sherman says. “We love our relationship with St. Vincent’s, for what they stand for, and what they do. Investing in St. Vincent’s is a great way for us to play out our purpose.”

As the *Birmingham Business Journal*’s 2018 CEO of the Year, he feels fortunate that he is part of one of the most generous corporate communities in America.

WHY SHERMAN SERVES

Sherman’s personal involvement in the St. Vincent’s mission includes serving on the Foundation board. The Sherman family – John, his wife Terry, and their then-young sons Jack, Bobby, and Keith – moved to Birmingham in 1993. They were introduced to the St. Vincent’s ministry through their family’s health needs. In 2005, John and Terry became St. Vincent’s One Nineteen fitness members as soon as the facility opened.

“My wife and I appreciate what St. Vincent’s has been able to provide for the Sherman family,” he says. “And we know that a lot of what St. Vincent’s has been able to provide is due to the efforts and resources of the Foundation. So, considering all the ways we have benefitted from St. Vincent’s, it seemed like a natural thing for me to get involved in the work of the Foundation.”

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His work as a board member has further undergirded Sherman's respect for the health system. As an executive who knows how money flows through an organization, he has been impressed with what he calls the Foundation's "good stewardship" of donor funds. He says he wants donors to know that their monies are used faithfully, to meet local needs.

"I know first-hand there isn't any waste. The donations and sponsorships that come through the Foundation are used to support the health system, based on very strategic, needs-based assessments. St. Vincent's is a nonprofit enterprise, with monies donated going to benefit local citizens needing the highest levels of medical care. You can feel very confident that the money you might give will be used efficiently and effectively."

As a member of Briarwood Presbyterian Church, Sherman is also attracted to the faith-based aspect of the Foundation's work, as well as the health system's unique approach to spiritually-centered, holistic care. "I like the term they use about this being a ministry, because I really believe that is accurate," he says. "I appreciate the fact that every board meeting is opened with prayer. I also appreciate the fact that if you're a patient, your care is going to include people praying for you."

Sherman believes such prayer can play an important part in a patient's recovery. "That's pretty powerful, that as a patient

you're going to have St. Vincent's staff members praying for you. That's another reason that I support St. Vincent's—I think the people who work there have a service-based commitment. They believe they are serving the community, and they are seeking to serve in a manner that they believe honors God's plan."



Coca-Cola team at the
St. Vincent's Foundation Golf Classic

WITNESS SOMETHING UNIQUE

While Sherman is gratified to see all that is accomplished through Foundation donors and St. Vincent's associates, he says the public might be surprised to know how much more could be done with more financial support.

"There are a number of unmet needs, and some of those needs are critical," he says. "It's important for current donors, and those considering donating, to know that more resources are needed for the Foundation's ongoing support of the health system."

Sherman believes that anyone who witnesses the work done by—and through—St. Vincent's Foundation will be motivated to help.

"If you want to be inspired, learn more about St. Vincent's. I can tell you, without hesitation, that when you see what's being done, you'll want to get involved, personally and financially. You'll want to be part of the ministry of St. Vincent's Health System." ■

Honorariums *The following individuals were recognized through a gift in their honor.*

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Michelle Yancey
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Celebrating holistic care: How Foundation funds aid aging veterans

Some of Alabama's military veterans who once scaled barbed wire or seaside cliffs to defend their country are now unable to climb the steps leading into their own homes. While many of these now-senior adults can make their own accessibility arrangements, others are left with few options.

That's why St. Vincent's Foundation, St. Vincent's East, and Carpenter's Hands (a ministry of Canterbury United Methodist Church) have partnered to create an aging-in-place program offering accessibility solutions for veterans. After St. Vincent's East identifies a qualifying patient, the Foundation provides funds for Carpenter's Hands to buy the materials needed to construct a wheelchair ramp or another accessibility solution.

One generous Foundation donor established the Lily Glass Woodall Elder Care Fund that paved the way for veterans like former National Guardsman Lewis Muglach to safely access their own homes.

"It's unbelievable that someone would do this for me," says Muglach, a Springville resident.

John Luther is director of operations for Carpenter's Hands. He says he and his team of volunteers are grateful for the Foundation funds that fuel their efforts.



*Veteran Lewis Muglach
with the Carpenter's Hands team*

Luther says, "This way we can make the most efficient use of the resources of St. Vincent's Foundation, St. Vincent's East, and Canterbury volunteers. I don't know how you could get more bang for your buck."

The initiative complements Ascension's participation in "Veteran's Choice," a national program allowing eligible Alabama veterans to seek health care through St. Vincent's.

"We always want to ensure that patients who spend time in our care have a safe discharge plan, which includes safe access to their home, especially patients going home in a wheelchair," says Andrew Gnann, St. Vincent's East president and chief operating officer. "Through this program, we can provide the structures that allow our veterans and seniors to age in place in their homes."

To make a donation to the Elder Care Fund, please visit stvhfoundation.org or call 205.838.6151. ■

Memorials *Lord, may our prayers come before you in memory of those we entrust to your eternal care.*

Randy G. Alexander
Lillian Dorse Andrews
Dr. Richard L. Berryman
Mike T. Brewer
Admiral Dennis M. Brooks
Alan Caldwell
Alvin D. Caldwell
E. Garner Cheney
Carter Langston Clark
Eva Cosby
Eleanor M. Davis
James B. Davis
Larkin and Evelyn Davis, Jr.
Irma Rae Erdreich
M. K. Erdreich
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Dewey W. Hanks
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Hobert and Betty Hyatt
Doris W. Kelly
Edwin T. Kerr
Eugenia (Jean) Underwood Kloess
William Lunsford

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Harvey G. Martin
John McDowell
Nina Miglionico
William M. Moran
Dr. Demetrius K. Morros
Brian Keith Nix and Kellie B. Nix
Jimmy F. Nix
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Arthur and Patricia Vensel
D. Dianne William
Marylou and Tom Willings
Dr. Frank C. Wilson, Sr.



Celebrating 35 years of faithful giving: *An invitation to participate in an extraordinary healthcare ministry*

In January 1984, Sister Carlos McDonnell began to see her vision fulfilled.

Amid a decade of almost continual construction, this St. Vincent's Hospital administrator foresaw the need for a Foundation to support the unprecedented growth of what was then one St. Vincent's hospital in downtown Birmingham. After assembling a lay advisory board in late 1983, Sister Carlos ensured St. Vincent's Foundation was incorporated in January. By summer 1984, Bill Moran had answered the call as St. Vincent's Foundation's first executive director.

Decades later, the Foundation's work would be considered a key component of St. Vincent's Hospital's transformation into a regional faith-based health system.

"Sister Carlos' vision and Bill's three-decade Foundation leadership continue to inspire us," says Foundation President Susan Sellers. "The 'foundation for the Foundation' was laid by their leadership, the untiring work of the Daughters of Charity, and the generous donors they influenced. We have an incredible legacy to honor as the Foundation celebrates 35 years of faithful giving."

AN EMPHASIS TO CELEBRATE

Although many might measure the Foundation's success by donations (\$113 million in 35 years), Sellers cites how Foundation gifts have provided resources that saved lives and improved communities. Most Alabamians know how Foundation donations provide for facilities and technology. However, most may not know how Foundation donations also provide funding and programming for Mission-centric ministries, from the Jeremiah's Hope Academy job skills training program to the Outpatient Behavioral Health Bridge Clinic and Forge Breast Cancer Survivor Center.

"While we continue to provide vital, life-saving funds for each of our facilities, Foundation supporters also participate in initiatives that make St. Vincent's an absolutely unique health system," Sellers says.

Categories of giving include Spiritual Care (hospital chapels, mission trips, etc.), Financial Stability (Dispensary of Hope indigent medication program and other emergency assistance), Physical Health (hospital equipment), Supportive Care (community health and other initiatives), and Education (professional development for nurses and clinicians) throughout central Alabama.



The photos across these pages reflect just a few of the projects and programs supported by St. Vincent's Foundation over the past 35 years.

AN ALLIANCE TO COMMEMORATE

The Foundation's 35th anniversary therefore centers on celebrating both the faithful gifts received and their faithful distribution.

"One of the comments made most often by our new board members is how faithfully our donors give, and how faithfully those gifts are used," Sellers says. "We are fortunate to have been partners with some organizations, families, and individuals for many, many years. Some families have supported St. Vincent's for generations. Other donors are welcomed newcomers. We're grateful for each of them, because each donor plays a role in enabling the health system to fulfill its mind-body-spirit ministry."

When explaining the Foundation's support of such holistic care, Sellers often quotes Fr. Henri J. M. Nouwen's description of Biblical fundraising as "not a response to a crisis," but an invitation to invest in "this work to which God has called us."

AN INVITATION TO PARTICIPATE

Shortly before his death, Bill Moran summarized his Foundation experience. "We had to make money to keep

the building open, but that was not the primary focus," he said. "The primary focus was to care for people. And, regardless of their circumstances, they're going to get the same level of care everyone else gets. We're going to treat them as we would want to be treated ourselves. That was the joy I had from it, because you were in a position where you could help others and people could benefit from the services they provided." Sellers echoes Moran's sense of joy.

"As Foundation president I feel privileged to provide opportunities for others to participate in our incredible Mission, rooted in the loving ministry of Jesus as healer," she says. "What makes St. Vincent's unique is our emphasis on serving all persons, with a special emphasis on the poor and vulnerable. That is what energizes everyone associated with St. Vincent's."

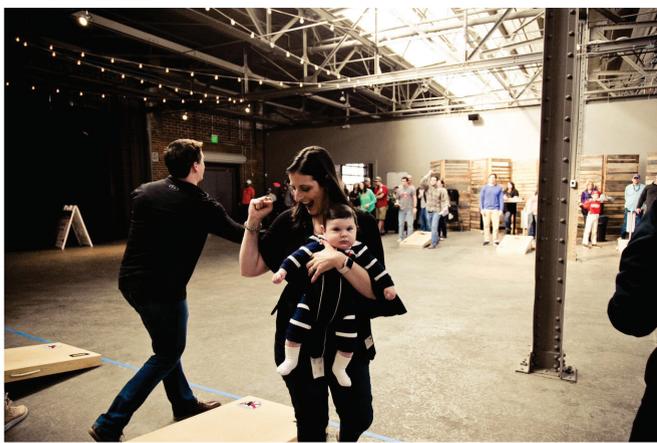
Sellers says the Foundation's 35th anniversary is an appropriate time to extend both gratitude and invitations. "I'm grateful to be able to invite everyone to share their time, talents, and treasure with St. Vincent's Foundation. We want others to feel welcome to participate in this extraordinary ministry." ■

Celebrating donors



Earlier this year, Women's Fund of Greater Birmingham Grants and Research Director Jacob Smith and President and CEO Melanie Bridgeworth presented a check to St. Vincent's Mission Integration and Community Outreach Director Jessica Estrada and Foundation President Susan Sellers. The event marked the third consecutive year the organization included Jeremiah's Hope Academy among its Community Impact Grant recipients. "We're thankful for The Women's Fund of Greater Birmingham's dedication to providing economic opportunities for women and their families," says Sellers. "We're also grateful for their continuing Foundation partnership, enabling us to combine Jeremiah's Hope scholarship funds and childcare vouchers for women preparing for health care careers."

More than 300 guests not only played bingo, but supported a live auction, silent auction, and gift card wall on April 4 at NOAH'S Event Venue. Regions Bank, title sponsor, and others honored loved ones affected by cancer throughout the evening. The third annual Bingo Bash with Brenda Ladun surpassed the volunteer committee's expectations raising more than \$120,000 in support of St. Vincent's Cancer Centers and Camp Bluebird. The event benefits essential patient needs, equipment, services, and programs for all types of cancer.



The fourth annual St. Vincent's Bags and Brews Cornhole Tournament, presented by the Foundation Junior Board, raised more than \$23,000 on February 2 at Cahaba Brewing Company. With 62 social and 15 competitive teams, the event benefitted the renovation of the St. Vincent's Birmingham Bruno Conference Center.

If you are 23 to 40 years old and would like to support the mission of St. Vincent's Health System, please call 205-838-6151 for a Junior Board application.

Celebrating gratitude: Why Starlette Bullock chooses to give

On August 16, 2018, Starlette Bullock, pharmacy manager for St. Vincent's St. Clair, became a St. Vincent's Foundation donor. In response to a presentation at a health system manager's meeting, she signed up to give a portion of her paycheck to St. Vincent's Foundation. That day it just seemed like the right thing to do.

A week later she had a completely different perspective.

"Now I support the Foundation because St. Vincent's Health System is one reason I am still alive today," she says. "Ultimately, I believe God is the reason I survived an aortic dissection, but the St. Vincent's practitioners were the hands and feet of the miracle that saved my life."

On the morning of August 20, 2018, Bullock appeared to be the picture of health. But by midnight, when she arrived at the St. Vincent's Birmingham Emergency Department (ED) with severe chest pain, she was minutes away from death. She says the highly-skilled and compassionate care she received in the following hours and days permanently changed her perspective on the importance of Foundation support.

"Now I support the Foundation because St. Vincent's Health System is one reason I am still alive today."

STARLETTE BULLOCK

"I now look at the Foundation as truly our local supporter of the mission. I want people to know that when they give to St. Vincent's Health System through the Foundation, their gifts matter. They matter, because my life was saved. And a lot of other people's lives are saved, or their quality of life is improved tremendously, because of those gifts."

While a seven-hour surgery repaired Bullock's aortic tear and valves, she says the compassion shown to her and her family during and after that surgery illustrated "the completely different atmosphere" created by associates dedicated to the St. Vincent's mission.

"My husband and family awaiting my surgery outcome received phone calls regularly to update them on my status. Later the cardiology recovery team took care of me with such gentleness, knowing what I had just gone through. The nurses would even come in the middle of the night, just to have conversation with me, because I was going out of my mind processing what had just happened."

Months later, when Bullock required a stent and another hospital stay, she says she experienced the same compassionate care. Those dual experiences seemed to double this pharmacist's gratitude for what the St. Vincent's mission means to patients.

"While I had previously worked at St. Vincent's Birmingham and knew a lot of people there, the people who took care of me

didn't really know that I was an associate. Every single team takes the St. Vincent's mission seriously. They just take care of everyone as if they're a family member. They don't treat anyone like 'just another patient lying in the bed.' Every single person there has meaning. Their life has meaning."

That's why Bullock is grateful she made the decision just days before she nearly lost her life to become a Foundation donor. She now understands the urgency of those gifts, and wants other donors, past and present, to know that she thanks God for the physicians, associates, and donors who have invested in what she needed that night—and in the days since.

"St. Vincent's played a huge part in our miracle. And I am so grateful." ■



Starlette Bullock in the St. Clair Chapel

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Celebrating the Blessing: NICU families benefit from Foundation-funded renovations



Conyers and Lucy Poole with son, Max, shared their NICU story at the event

At St. Vincent's, every birth is a sacred event. That's why the March 19 Blessing and Open House of the Foundation-funded Neonatal Intensive Care Unit (NICU) renovations at St. Vincent's Birmingham was such a special celebration.

Foundation President Susan Sellers says generous Foundation donors not only funded renovated/expanded spaces for NICU families, but provided warm-and-welcoming NICU décor, a "Giraffe Omnibed" (incubator/warmer), and eight suites for NICU parents within the Foundation-renovated William M. Moran Hospitality House.

Amy Shelton, St. Vincent's Birmingham chief nursing officer and vice president of Patient Care Services, was a major donor to the effort initiated by NICU associates seeking to expand their ministry to families.

"Our mission is to serve those who are poor and vulnerable. And who is more vulnerable than the newborn who ends up in the NICU?" Shelton says. "But it's really important that we not only care for the baby, but for the parents. Mom and dad are the voice of the baby. Madonna Nichols, administrative director of Women's Services, and Sara Beth Jennings, our NICU manager, conducted a focus group of NICU associates and parents of previous patients to find out how we could improve our already-excellent clinical care. That study identified more ways to take care of the entire family."

Foundation donors met those identified needs, including a prayer room, physician consult room, den, kitchenette, business center, sibling play area, and classroom space. Two overnight/discharge rooms within the NICU were also renovated, allowing parents to practice overnight baby care.

Families are now praying, playing, learning, and sharing within this inviting space. Churches provide meals. Mothers craft gifts. Siblings play nearby.

"The blessing ceremony was made even more meaningful as we saw how NICU families were using this space," says Sellers. "March 19 was not only a sacred celebration of birth, but also a celebration of God's provision through our associates and our Foundation donors." ■

Thank you 

Since 1898, St. Vincent's healing ministry has responded to the healthcare needs of this community. Please include St. Vincent's Foundation of Alabama, Inc. in your estate plans, and kindly let us know so we can recognize your generosity.

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Published by:

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