

# Digest

## Lifting Spirits - The New Bruno Cancer Center Campaign

Dealing with cancer is never an easy thing. Fear and uncertainty are normal parts of the healing process. The associates at the Bruno Cancer Center at St. Vincent's Birmingham have a long-standing reputation for providing comfort and person-centered care for cancer patients when they need it most, lifting spirits one patient at a time.

The current Bruno Cancer Center was built in 1989. While the technology has been updated throughout the years, the physical building has endured normal wear and tear and is in need of refurbishment. Recently, St. Vincent's approved the construction of a brand new facility for the Bruno Cancer Center, which will be located on the corner of 28th Street South and 10th Avenue South.

The new Bruno Cancer Center will be a spacious, three to four-story facility that will house radiation, medical and gynecological oncology all in one place. Patients will have more room for privacy in dressing rooms, examination rooms and treatment vaults. Waiting areas and walkways will be less cramped and more comfortable for all visitors. New amenities will be added to better serve patient and family needs, including a meditation room and café.



Architect rendering of front entrance with covered drop-off area

The new center will cost over \$23 million to complete. The work has already begun, and a groundbreaking will be held in early fall.

St. Vincent's Foundation has set a fundraising goal of \$8.7 million to help build the new Bruno Cancer Center. This amount will be a large portion of the funds needed to give our patients updated facilities and technology. As in our past campaigns, we are depending on the generosity of our donors to make this new center a reality. Already, we have collected more than \$2.5 million from donors and foundations who are committed to this cause. We are excited to see how others will step up to this challenge and assist us in caring for each patient who counts on St. Vincent's for cancer care.



Architect rendering of interior lobby area with ample natural light

The Foundation has flash cards available that contain renderings and a video walkthrough of the new center. If you would like to give to the Bruno Cancer Center Campaign or would like a flash card or more information, please visit [www.helpbccliftspirits.com](http://www.helpbccliftspirits.com) or contact the Foundation at 205.939.7825. ■

## Welcome

Many times in non-profit organizations, we become so busy in trying to help people that we don't take the time to stop and offer our gratitude to the ones who make what we do a success. As I read this issue of the Foundation Digest, I was overwhelmed by the continuous generosity of supporters like you.

Your faithful giving has enabled the health system to provide improved cardiac services to all ministries (Page 2), open a new hospital (Page 3), acquire digital mammography services (Page 3) and many other things. Some of our donors have even stepped up to hold events to benefit our health ministries (Page 2).

I want to sincerely thank each of you for what you mean to St. Vincent's Foundation and the entire health system and encourage you to consider what you could do for our Bruno Cancer Center Campaign. Without your support, we would not be able to provide high-quality, holistic health services to all who trust St. Vincent's for their care. ■

Bill Moran, FAHP, ACFRE  
Foundation President

# Donor Spotlight

## Pumping in Support

Your gifts to St. Vincent's Foundation (Foundation) recently provided direct support for cardiac care across our health ministries. At St. Vincent's Birmingham, your generous donations provided more than \$130,000 to support the opening of eight new patient prep/recovery bays for the Cardiac Cath Lab. Vice President of Patient Care Services, Chris Moore, says this renovation "will allow us to not only better serve our current patient population but to expand the reach of our ministry."

Foundation allocations also supported the St. Vincent's Birmingham cardiac and pulmonary rehabilitation program with a \$30,000 donation for education, equipment and multi-disciplinary teams. This funding allows physicians to customize a recovery program for each patient and gives patients access to new exercise equipment, including recumbent bikes, treadmills, Ergometers and a reclined stepper machine.

At St. Vincent's Blount, your donations provided furnishings and equipment for the new St. Vincent's Cardiology-Blount Clinic, including four exam tables, physician stools, blood pressure cuffs, patient seating and waiting area seating. Additionally, the Foundation continued its annual support of Heart Day at the St. Vincent's East, Blount and St. Clair campuses. Each February patients are offered vital heart screenings at a discounted rate including an EKG, lipid profile, blood pressure screening and a basic metabolic profile that can help participants learn more about their hearts. Thanks to your generous support of St. Vincent's Health System, our communities have better options for overall heart health. ■

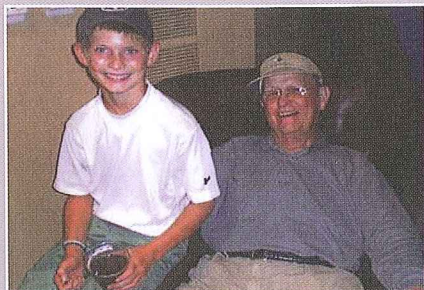


Norah Caves, Cynthia Love and James Story in a new treatment bay in the 5 East Cardiac Cath Lab at St. Vincent's Birmingham

## For Love of the Game and a Grandfather

Since 2010, young Patrick Martin has hosted the Harvey G. Martin Classic golf tournament in memory of his late grandfather. After Harvey's battle with cancer, Patrick wanted to honor him using the game that they both loved.

In three years, the golf tournament, played by teams of Patrick's peers, has generated almost \$23,000 for the Bruno Cancer Center at St. Vincent's Birmingham. And Patrick has no intention of stopping. He hopes to make the 2013 classic bigger and better. ■



Patrick Martin and the late Harvey G. Martin

## Helping Our Smallest Patients

After spending time at St. Vincent's Birmingham's NICU during his twin sons' first few days of life, Greg Brasher wanted to show his appreciation for the excellent care that his family received. With his band member, Jason Armstrong, Greg contacted St. Vincent's Foundation (Foundation) and asked if they could hold a charity event and donate the proceeds to the NICU, a request the Foundation was happy to grant.

Greg and Jason partnered with Overtime Bar and Grill to hold a concert on April 28, raising \$2,000 for St. Vincent's, which will allow the NICU to purchase one giraffe bed for the unit. The giraffe beds provide an incubator and radiant warmer all in one, making care easier for all.

The concert was such a success that the band and Overtime hope to make it an annual event for the NICU. If you are interested in planning a charity event for any of St. Vincent's Health System's ministries, please visit our website at [www.stvhs.com/foundation](http://www.stvhs.com/foundation) and click on the "Events" tab. ■



Greg, Jason and Overtime's Paul Shunnarah with staff of St. Vincent's Birmingham's NICU

## How Your Gifts Make a Difference

Your contributions have made a great impact on St. Vincent's Health System. The following are a few of the ways that your generosity makes a difference. Thank you for your commitment to give to St. Vincent's. We hope you will continue to support our efforts. ■

### St. Vincent's Birmingham

Your contributions provided more than \$29,000 to develop signage to promote way-finding throughout the hospital.

### St. Vincent's East

Nursing received \$26,000 from your donations to replace 11 mattresses on patient beds.

### St. Vincent's Blount

The Radiology department purchased a DataView Video Capture System through an allocation of almost \$5,000 from your gifts.

### St. Vincent's St. Clair

Your generosity provided \$3,600 to purchase a procedure chair and table for the Outpatient Clinic.

# Health System Happenings



Blount County Health Care Authority board members presented the check to the St. Vincent's administration, medical staff and St. Vincent's Blount Advisory Board members. From left: Sara Holloway, Gene Wadkins, David Hornsby, Jerry Jones, Ramey Peters and Wendell Ellis; Paula McCullough, Sean Tinney, Wanda Detiege-Lee, MD, Kidada Hawkins, Vicki Briggs, Arthur Baldrige and Chris Green.

## Blount Goes Digital

Thanks to a \$110,000 donation from the Blount County Health Care Authority, St. Vincent's Blount recently added a new digital mammography machine. This state-of-the-art equipment offers patients access to more accurate and efficient diagnostic technology.

It also allows the hospital to store the images in the computer archive system, making them easily available for future appointments. This new addition to St. Vincent's Blount provides the women of Blount County with the opportunity to receive the latest in imaging capabilities right where they live, making their overall experience at the hospital more comfortable and accessible. ■

## New Leadership for St. Vincent's East

St. Vincent's East recently gained a new leader who is committed to St. Vincent's mission, vision and values.

Sean Tinney was named the President and COO of St. Vincent's East earlier this year and began in his new role on March 26.



"It is with great privilege that I announce the promotion of Sean from President of Rural Hospital Operations to President and COO of St. Vincent's East," said Vicki Briggs, VP of St. Vincent's Health System. "Sean has achieved many significant accomplishments during his time at the rural facilities."

Previously the President of Rural Hospital Operations, Tinney led the construction and opening of the new St. Vincent's St. Clair and worked with the Blount County Healthcare Authority to obtain a \$450,000 donation for a new CT scanner and a \$110,000 donation for digital mammography at St. Vincent's Blount.

We congratulate Tinney and look forward to what he will accomplish at St. Vincent's East. ■

## The New St. Vincent's St. Clair

Christmas came early for St. Clair County residents who received a brand new, state-of-the-art hospital in early December 2011. Your gifts to the St. Vincent's St. Clair Campaign made this possible. The St. Vincent's St. Clair Hospital, a \$31.4 million facility, offers residents of St. Clair County the latest technologies and quality, compassionate care close to home.

"We've had the dedicated medical staff and associates to make this one of the best rural hospitals in the country" said John O'Neil, president and CEO of St. Vincent's Health System. "Now we have the facility and technology to match it."



Representatives from the St. Clair County Health Care Authority, St. Clair County Commission, City of Pell City, Pell City City Council, St. Vincent's Health System, St. Clair County Economic Development Council and St. Vincent's St. Clair Physicians at the ribbon cutting ceremony.



Visitors learning about new surgery equipment during the St. Clair grand opening.

The new St. Vincent's St. Clair offers patients access to the best diagnostic equipment. The hospital has a completely upgraded 1.5T MRI, the leading standard in imaging technology nationwide, and a 64-slice CT scanner with the fastest scan time available. The mammography department is fully digital, providing physicians with more accurate images and faster transmission time.

Thank you for giving to this campaign and helping St. Clair County have new facilities and technology. To find out more about the new St. Vincent's St. Clair, visit [stvhhs.com/st.clair](http://stvhhs.com/st.clair). ■

## Board Spotlight

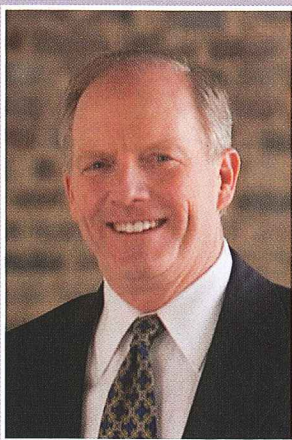
### John Hardin

When John Hardin got the call to serve on the Board of Directors for St. Vincent's Foundation, he did not hesitate. "St. Vincent's should hire me as their PR guy," said Hardin, "I'm always pitching the hospital and its services to others."

Hardin has admired St. Vincent's since the days when Vince Caponi was CEO. Perhaps all four of Hardin's children being born at St. Vincent's also influenced his decision to join the board.

A commercial real estate broker for J.H. Berry & Gilbert, Hardin is a graduate of Texas A&M with bachelor's and master's degrees in real estate. Though his four children undoubtedly keep him busy, Hardin finds time to take care of his health by being an avid swimmer.

In addition to his service to St. Vincent's, Hardin is also involved with the Boy Scouts of America, YMCA, Inverness Rotary Club and Catholic Diocese Property Committee. Hardin and his family are also active members of Our Lady of Sorrows Catholic Church. ■



## New Face at the Foundation

**Craig Bardell**  
*Director of Planned and Major Gifts*

A Nebraska native, Craig Bardell came to the South to attend the University of New Orleans where he earned a Bachelor of Arts degree in history. Craig then earned his J.D. from the University of Illinois and practiced law in Alabama for several years before becoming the Assistant Director of Planned Gifts at Tulane University. From there, Craig joined the National World War II Museum as Planned Giving Director, and came to St. Vincent's staff in September of 2011. Craig and his wife Lynn have two active boys, Simon (age 6) and Ben (age 11), who was born at St. Vincent's. They are thrilled to be back in Birmingham.



Please contact Craig to discuss your options for a planned gift at 205.930.2370 or [craig.bardell@stvhs.com](mailto:craig.bardell@stvhs.com). ■

## Need Dependable Retirement Income?

Since the stock markets' low point in early March of 2009, the Dow Jones Industrial Average had regained much of the value lost in the "Great Recession," but lately some gains have been lost. The future is difficult to predict with any certainty, and many experts disagree on whether the market will continue to rise or experience another significant decline. This volatile situation is producing record low interest rates on savings at a time when millions are looking to retire. If you want to lock in any gain in your securities, get off the up and down roller coaster of the market and get a better return from a charitable gift annuity with St. Vincent's Foundation.

A gift annuity offers guaranteed payments for life that will never decrease. The payment rates are very attractive and are based on the age of the beneficiary. Additionally, if you use long-term appreciated stock to fund a gift annuity, the fair-market value is the amount of the donation. The capital gains tax is reduced and the gain is spread out over your life expectancy. You will also be eligible for a charitable income tax deduction thanks to the generous gift to support the health ministry of St. Vincent's in the future. If you would like information about gift annuities, please contact Craig Bardell at 205.930.2370. ■

### Charitable Gift Annuity Rates

One Life				Two Lives			
Age	Rate	Age	Rate	Ages	Rate	Age	Rate
65	4.7%	80	6.8%	65 & 65	4.2%	80 & 80	5.7%
70	5.1%	85	7.8%	70 & 70	4.6%	85 & 85	6.7%
75	5.8%	90	9.0%	75 & 75	5.0%	90 & 90	8.2%

## SAKS Key to the Cure - October 17th

Join us on Wednesday, October 17, 2012, for the SAKS Key to the Cure (KTTC) event to benefit the Bruno Cancer Center at St. Vincent's Birmingham. Tickets are on sale now for a luncheon and fashion show that will include door prizes and a jump start on shopping the KTTC special designs. If you can't make the lunch, be sure to shop at SAKS 5th Avenue at the Summit between October 18-21 when SAKS will donate 2% of its total sales to St. Vincent's Foundation for cancer support.

For more information or to purchase a ticket, contact the Foundation at 205.939.7825. ■

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