

# LASTING IMPACT

 JUPITER MEDICAL CENTER FOUNDATION

2016

OCTOBER-DECEMBER



## An Unprecedented Fundraising Year at Jupiter Medical Center Foundation

Thanks to the generosity and forward thinking of its donors, Jupiter Medical Center Foundation raised over \$41 million in fiscal year 2016. This year's fundraising represents a 60 percent increase in funds raised over fiscal year 2015, and a full 120 percent increase over funds raised in fiscal year 2014.

According to the Association for Healthcare Philanthropy's 2015 Report on Giving,

the median production<sup>1</sup> funds raised by all reporting nonprofit health care institutions was \$4.59 million. Teaching/academic organizations raised a total median production of \$27.2 million; community hospitals' median raised was \$1.77 million; and health care systems raised a median of \$18.43 million.

The Foundation's 2016 fiscal year fundraising marks a new high point for

the organization, placing it firmly in the upper echelon of health care fundraising institutions by scale in the United States.

Success of this magnitude is a testament to Jupiter Medical Center's vision of caring for the health and wellness of the region through the creation of a

<sup>1</sup>Production represents all outright gifts of cash, excluding payments on pledges from previous years and new gift commitments made in the reporting year.

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#### **P3 / \$25 MILLION DONATION**

An unnamed donor gifted the Foundation \$25 million! The donation will support construction of the new Comprehensive Cancer Institute.

#### **P4 / FORE!**

Golf communities across our area helped raise \$172,000 to support Jupiter Medical Center! We are grateful "fore" our golfers!

#### **P5 / GRATEFUL GIFT**

Beatricia Herrick donated \$1 million to Jupiter Medical Center's Anderson Family Orthopedic & Spine Center in honor of her late husband.

#### **P7 / HONDA HELPS**

Honda Classic Cares donated \$1 million, which will go toward the completion of a new, pediatric emergency room wing.

#### **P8 / CHARITABLE COMPETITION**

The Jupiter Medical Center Foundation Charity Golf Classic tees off on November 14. This year, proceeds will benefit Radiation Oncology services at Jupiter Medical Center.

#### **P10 / NAMATH IN NYC**

The Foundation hosted "An Evening Honoring Joe Namath" in New York City, raising \$1.1 million to go toward reversing effects of traumatic brain injury.

## Letter from the Chairman

The 2016 fiscal year, which ended September 30, has been one for the record books. Jupiter Medical Center Foundation's team of talented professionals raised a monumental \$41.8 million toward our \$300 million *Vision. Innovation. Impact.* campaign for Jupiter Medical Center.

The philanthropic investment of our donors is what continues to position Jupiter Medical Center as the leading health care provider for the region. Thanks to their generous support, Jupiter Medical Center continues to rank No. 1 in overall patient satisfaction, and was recently awarded a four-star rating from the Centers for Medicare and Medicaid Services for quality of care—the highest-ranking hospital in Martin and Palm Beach counties.

Our donors have confidence that their investment in Jupiter Medical Center will have a real and immediate impact on the health care in our region.

Remember, it is not a question of if you will ever need Jupiter Medical Center; it is a question of when. Thank you for your continued support and we look forward to seeing you this season.

Sincerely,  
Joseph R. Taddeo

## Letter from the President of Jupiter Medical Center Foundation

Welcome to the second edition of the Jupiter Medical Center Foundation newsletter, *Lasting Impact*. Thanks to the generosity of a host of individuals, there is great news to share.

This summer, the Foundation received the largest gift in our history—a \$25 million gift from an unnamed individual donor to support the construction of a new Comprehensive Cancer Institute at Jupiter Medical Center. This incredible gift will allow us to provide world-class, comprehensive cancer care right here in our community, and make an indelible and lasting impact on our region. If you visit us this fall, you will notice that we have launched a Cancer Challenge. With generous lead gifts, we are now challenging the community to help us raise the next \$20 million needed for this amazing Cancer Institute.

The gift also represents a lead contribution and, I believe, the first of many, transformational gifts to the Foundation's new, \$300 million comprehensive campaign, *Vision. Innovation. Impact*. The goal of the campaign is to raise funds needed to expand access to the highest quality health care across the region, and to fulfill the vision outlined in Jupiter Medical Center's aggressive strategic plan.

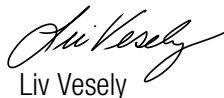
This was not the only tremendous support the Foundation experienced this summer. Jupiter Medical Center and Nicklaus Children's Hospital received a \$1 million donation from Honda Classic Cares to support the completion of a new, pediatric emergency room wing, allowing the Jupiter Medical Center to expand its services to the youngest members of our community.

These two gifts certainly contributed to the Foundation's overall fundraising success this year. In fact, I am thrilled to report that during this fiscal year, and again, thanks to incredible patronage, the Foundation raised a record \$41.8 million, shattering our \$20 million goal for the year. I am grateful to all the donors who continue to recognize that supporting the Foundation is an excellent investment in helping to transform the future of health care in the region.

Recently, the Foundation held a special fundraiser, "An Evening with Joe," which took place at New York's Plaza Hotel on October 20. The evening honored Joe Namath and his work with the Joe Namath Neurological Research Center on behalf of those suffering from traumatic brain injury (TBI). All proceeds from the event will help fund Phases 1 and 2 clinical trials of Hyperbaric Oxygen Therapy as a potential treatment for TBI. The success of the event, along with photos, is highlighted on Pages 10 and 11 of this issue.

We are hard at work here at the Foundation, and with your continued investment, we will further deliver on our commitment to secure the resources needed to provide world-class health care services to our region. As always, we remain grateful for your continued support.

All my best,



Liv Vesely

## JUPITER MEDICAL CENTER FOUNDATION, INC. OFFICERS AND TRUSTEES 2016

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**Emeritus:** Peter O. Crisp



## Foundation Receives \$25 Million to Support New Comprehensive Cancer Institute

In June, Jupiter Medical Center Foundation received a \$25 million gift from an unnamed, individual donor. The donation, the largest gift in the Foundation's history, will support the construction of a new Comprehensive Cancer Institute at Jupiter Medical Center.

"At Jupiter Medical Center, we are transforming the future of health care in our community, and we are doing this by putting patients at the center of everything we do," said Jupiter Medical Center's president and CEO, John D. Couris. "This is only possible with the generous support of our donors whose investments in Jupiter Medical Center will make an incalculable impact on our community," explained Couris.

"This game-changing gift will allow us to offer world-class, comprehensive cancer care right here in our community. For that, we could not be more grateful," added Foundation Board Chairman Joe Taddeo.

The gift represents a lead contribution to the Foundation's new \$300 million comprehensive campaign, *Vision. Innovation. Impact.*, which aims to

raise funds needed to expand access to world-class health care across the region, and to fulfill the vision outlined in Jupiter Medical Center's aggressive strategic plan.

"We believe this incredible gift is the first of several transformational gifts to the Foundation's new campaign," stated Liv E. Vesely, president of Jupiter Medical Center Foundation. "Specifically, this \$25 million gift, together with a previously received \$5 million pledge from Peter and Missy Crisp, will go toward the \$50 million cost of constructing a new Comprehensive Cancer Institute. We are incredibly thankful to this donor who recognized the critical need to bring unparalleled medical services closer to home here in Palm Beach County, and wanted to gift a significant contribution to make that possible. We are now challenging the community to help us raise the remaining \$20 million to build the Comprehensive Cancer Institute."

The Institute, when completed, will serve as an innovative center of excellence for cancer care, and be recognized as a flagship research and treatment center for the region,

offering the most advanced diagnostic services and outpatient treatment. The Institute plans to take a unique, patient-centered approach that will focus on coordinating every aspect of each patient's care, beginning the moment they walk through the door. While the Institute will be at the forefront of providing world-class diagnosis, treatment and management of all types of cancer, it will also maintain specific focus on breast, lung and gynecological cancers.

"At Jupiter Medical Center, we provide the most advanced cancer care by combining clinical excellence, cutting-edge technology and integrative support services," explained Jupiter Medical Center's Chief of Oncology Dr. Abraham B. Schwarzberg. "This lead gift to support cancer care will ignite our transformation from a high-quality community cancer program to a world-class regional cancer institute."

To learn more about the campaign or make a contribution, please visit [jmcfoundation.org](http://jmcfoundation.org).

# We Are Grateful FORE Our Golfers

Fall has arrived and the greens are pristine. It's that time of year when many of the area's private communities so generously support Jupiter Medical Center with special golf tournament fundraisers. Last year, Loxahatchee Club, Admirals Cove, Jonathan's Landing, Turtle Creek, Little Club and Jupiter Country Club raised a combined \$172,000, with Loxahatchee Club "Friends of Jupiter Medical Center" Men's Tournament having raised \$90,000, and the Jupiter Country Club Ladies' Tournament generating \$22,160. We are so grateful for your support and we can't wait to see you out there this season!

Jupiter Country Club Ladies' Tournament photos are featured below.



Photo credit: Pamela Shapiro

## Grateful Patient: Beatrice Herrick

At any age, spinal problems can be debilitating and keep you from doing the things you love. Thankfully, with advances in minimally invasive spinal surgery techniques and technology, and the expertise of world-class surgeons like those at Jupiter Medical Center, we can surgically intervene to beat back pain with an increasingly low risk of complications.

Thanks to the generosity of Beatrice “Bea” Herrick in making a \$1 million gift to Jupiter Medical Center’s Anderson Family Orthopedic & Spine Center of Excellence for the purchase of cutting-edge spine surgery technology, Jupiter Medical Center is now capable of performing even safer, less invasive and more efficient spinal reconstructive surgery. Bea’s gift was made in honor of her late husband, Peter Herrick, who received treatment at Jupiter Medical Center from orthopedic surgeon Dr. David Campbell.

Peter, born in 1926, served in the Army Air Corps during World War II and the Korean War, and graduated from Williams College. Later, he worked his way up through the ranks of the banking industry, serving as president and, ultimately, retiring as the vice chairman of the Bank of New York. Known for his outgoing personality and active lifestyle, Peter was an avid golfer, hunter and water sports enthusiast in his retirement. He had a passion for music and played both the piano and ukulele.

When Peter first visited the Anderson Family Orthopedic & Spine Center, Dr. Campbell felt that a low-risk, minimally invasive spine procedure, designed to treat his lumbar spinal stenosis, could significantly improve his quality of life and allow him to continue participating in the activities that brought him joy. Peter underwent the surgery in the spring of 2012 and recovered very well, enjoying improved mobility and pain relief for the last year of his life.

Grateful for the care Peter received, Bea’s gift allowed Jupiter Medical Center to purchase an Isocentric C-Arm, a tool that allows surgeons to reconstruct CT images and 3-D reconstructions to enhance spinal navigation during surgeries, eight upgraded Stryker Neuro Drills, and a Jackson Spinal Modular Table System. The funds also purchased a simulated shower and tub area, a PRO2 upper body exerciser and lower body recumbent bike, and two MOVEO XP exercisers for use in the rehabilitation gym located within the Orthopedic & Spine Center.

The new 3-D visualization equipment will lower the risk of wound complications, infections and damage to surrounding tissue in reconstructive spine surgery, while simultaneously improving the procedure’s minimally invasive factor. The equipment is already making waves at Jupiter Medical Center, where Dr. Raymond Golish, Medical Director of Research and fellowship-trained orthopedic spine surgeon at Jupiter Medical Center, recently performed a complex reconstructive lumbar surgery that would otherwise have been done only at an academic medical center.

Although Jupiter Medical Center has long been a regional leader in orthopedic and spine surgery, the hospital’s facilities can now be classed within the “top tier of medical centers doing spinal surgery,” according to Dr. Campbell. Bea’s generous gift on behalf of her loving husband, and because she so appreciated the compassion and care that Dr. Campbell and the Jupiter Medical Center team showed to him, will go a long way toward ensuring that others, just like Peter, will have access to high-quality health care for generations to come.



Beatrice Herrick



Peter and Beatrice Herrick



# An Unprecedented Fundraising Year

>> CONTINUED FROM PAGE 1

new model that combines cutting-edge, academic medicine and research with patient-centered care, predicated on world-class quality, service and safety. Donors want to invest in the future of health care in South Florida. As John D. Couris, Jupiter Medical Center's president and CEO, puts it, "We hold ourselves to a very high standard at Jupiter Medical Center, and it really shows in the success of this year's Foundation fundraising."

Jupiter Medical Center Foundation's donors recognize that their investment in Jupiter Medical Center makes a real impact on the quality of care available to the region. "With this kind of philanthropic support, we will continue to provide top-notch physicians, enhance our technology and facilities, and expand our clinical research. Through donor support, Jupiter Medical Center will continue to be a beacon of world-class health care for the region and nation," said Liv E. Vesely, president of the Foundation.

The funds raised this fiscal year bring the Foundation closer to achieving the ambitious, \$300 million campaign goal. The *Vision. Innovation. Impact.* campaign, which was launched in February 2016 and directed by Ms. Vesely and the Jupiter Medical Center Foundation team, is intended to further the Foundation's mission of empowering and supporting Jupiter Medical Center to deliver the highest quality health care.



## Mark Your Calendar

January 31, 2017 is the groundbreaking ceremony for the new Comprehensive Cancer Institute at Jupiter Medical Center. More details to come.

## \$1 Million Gift Supports Jupiter Medical Center's Effort to Build a Dedicated, Pediatric Emergency Wing

As a fundraising campaign kickoff, Jupiter Medical Center and Nicklaus Children's Hospital received a \$1 million donation from Honda Classic Cares to the Nicklaus Children's Health Care Foundation to support the completion of a new, pediatric emergency room wing. While the funds generated by Honda Classic Cares are donated annually to Nicklaus Children's Hospital, this year, Nicklaus Children's Hospital has designated that the funds go to the Jupiter Medical Center pediatric emergency room project. The project will cost an estimated \$5 million to construct.

"We continue to reimagine the way we deliver health and wellness to our community every day, and it is partners like Honda Classic Cares, Nicklaus Children's Health Care Foundation and Nicklaus Children's Hospital that make this possible," said Jupiter Medical Center's president and CEO, John D. Couris. "This new endeavor to build a dedicated pediatric unit in the emergency department will give families their own waiting area, as well as eight pediatric treatment rooms, with child-friendly environments, to reduce anxiety for our smallest patients."

Nearly three years ago, Jupiter Medical Center named Nicklaus Children's Hospital its pediatric partner, and in February of this year, the De George Pediatric Unit opened to the community. The unit features 12 inpatient rooms, two state-of-the-art pediatric surgery suites, pediatric therapeutic services, a children's playroom and a room for resting called the "Bear's Den," a name inspired by Jack Nicklaus, widely known as "The Golden Bear."



"The pediatric wing of the emergency room is the logical next step in our commitment to advancing top-quality pediatric care in the region," said Dr. Narendra Kini, CEO of Miami Children's Health System, parent organization of Nicklaus Children's Hospital. "We are most grateful to the Nicklaus Children's Health Care Foundation and Honda Classic Cares for their continued support of our Nicklaus Children's Hospital pediatric programs."

"The work that Jupiter Medical Center and Nicklaus Children's Hospital have done, and continue to do, dovetails with our true mission of giving back to children," said Kenneth R. Kennerly, executive director of The Honda Classic. "We're thrilled to help families in Palm Beach County by supporting the expansion of Jupiter Medical Center's pediatric services in their emergency room."

Since partnering with Nicklaus Children's Hospital, Jupiter Medical Center has implemented telehealth technology, enabling Nicklaus Children's Hospital physicians to interact with Jupiter Medical

Center physicians and patients remotely in order to review images, lab results and more as a means of enhancing treatment options. Additionally, Jupiter Medical Center now offers dedicated, pediatric ER physicians during peak hours, pediatric imaging services, pediatric inpatient and outpatient surgery services, and pediatric therapy services.

"We were so proud to be a part of establishing the pediatric inpatient unit at Jupiter Medical Center earlier this year," said golf icon Jack Nicklaus and his wife Barbara, in a shared statement. "Now, we're helping to ensure that families in our area who need pediatric emergency medical assistance can get the very best care, tailored to their needs."



**Pediatric Emergency Department**

# Golfers Hit the Links to Fight Cancer

Pro golfers, celebrities and amateurs alike took a swing at cancer in the Jupiter Medical Center Foundation's 38th Annual Charity Golf Classic on November 14.

Always a popular event, a full field of 60 foursomes teed it up on three private courses: Jupiter Hills Club, Medalist Golf Club and Trump National Golf Club in Jupiter. Tom Fazio once again served as Tournament Chairman and was joined by Honorary Chairman Brad Faxon, a professional golfer and FOX Sports newscaster.



This year's tournament proceeds benefit Radiation Oncology services at Jupiter Medical Center, which offers the latest treatment technology paired with a team of highly specialized professionals, clinical research and world-class patient care and safety. Radiation Oncology is a key area in Jupiter Medical Center's comprehensive cancer program. This summer, the Foundation received a \$25 million gift from an anonymous donor, the largest gift in Jupiter Medical Center's history, to support the construction of a new Comprehensive Cancer Institute.

Jupiter Medical Center is a leader in Radiation Oncology for many reasons, including the fact that the medical center has developed multidisciplinary clinics for breast, lung, skin and gynecologic cancers. These clinics provide opportunities for a patient to meet with an entire team of cancer experts in one appointment, and for physicians of various specialties to collaborate on each case to develop the best plan of care. In addition, Jupiter Medical Center was the first in Florida and among the first in the nation to offer the next generation in radiosurgery, the CyberKnife® M6™. This advanced technology helps physicians deliver a curative dose of radiation over a shorter period of time compared to conventional radiotherapy systems, while minimizing collateral damage to normal cells. For patients whose tumors are considered inoperable, this technology is a viable alternative to surgery.



Photo credit: Visual Enterprises





Requiring no anesthesia or recovery time, this technology can completely treat a tumor and, in some cases, do it in as little as one week. The CyberKnife M6 can target tumors anywhere in the body—from lungs to the brain to the prostate. It also offers unique capabilities that not only track tumor movement, but also automatically corrects for motion during treatment, including breathing.

Another advanced technology is the Electron Beam IntraOperative Radiation Therapy (e-IORT), a mobile electron radiation delivery system deployed within the operating room. This technology can completely eliminate the need for any radiation following surgery. Early stage breast cancer, for example, can be treated with a concentrated beam of radiation at the time of surgery. In some cases, this single dose of radiation can completely eliminate the need for a traditional six or seven-week course of radiation following surgical removal of a breast cancer. In addition to shortening treatment time, the patient is spared the side effects of radiation to the skin, ribs, lungs and heart.

Thanks to fundraising efforts like the Annual Charity Golf Classic, Jupiter Medical Center and the Jupiter Medical Center Foundation continue to give hope to new cancer patients, and also help them to live longer and healthier lives.



**MEDALIST  
GOLF CLUB**



## An Evening Honoring Joe Namath

On October 20, Jupiter Medical Center Foundation hosted “An Evening Honoring Joe Namath,” a cocktail reception and dinner at the Plaza Hotel in New York City. The evening honored the contributions of Pro Football Hall of Fame quarterback Joe Namath, and raised an astounding \$1.1 million. The money raised will go toward support of the Phase II clinical trial at the Joe Namath Neurological Research Center at Jupiter Medical Center to reverse the effects of traumatic brain injury using Hyperbaric Oxygen Therapy.

The evening was emceed by sportscaster and former NFL Jets defensive back John Dockery, and the setting of custom fall décor was handpicked by Carlton Varney and Brinsley Matthews of Dorothy Draper & Company. The event was chaired by Joe Cabrera, Vice Chairman of the Eastern Region of Colliers International, Charlie Modica, Founder and Chancellor of St. George’s University, and John Wren, President and CEO of Omnicom, and included remarks from Lt. General (Ret.) Robert Chelberg, President of Wounded Warriors of South Florida, and Larry Meli, Founder and CEO, Dream Management & Entertainment, as well as Lee Fox, MD, MA Sub-Investigator, Co-Medical Director of the Joe Namath Neurological Research Center and Chief of Radiology at Jupiter Medical Center.

Another highlight of the evening included a video featuring two patients in attendance at the event who completed the clinical trial. Also, Joe Namath took to the stage to share his personal journey and the life-altering treatment he received at Jupiter Medical Center.

Guests bid on five, exclusive live auction packages, including a walk-on role in an episode of the Showtime series *Ray Donovan*; a one-week stay at the Colony Hotel in Palm Beach, including lunch with Joe Namath; a trip to and guided tour of the Pro Football Hall of Fame, which includes dinner with President David Baker of the Hall of Fame; and other high-value items. All auction proceeds will support the Joe Namath Neurological Research Center.



John Couris and Joe Namath



Dr. Barry Miskin, Joe Namath and Dr. Lee Fox



Dan Ricciardi and John Dockery



Liv Vesely and Jerson Diaz

Photo credit: Patrick McMullen Company



Lt. Gen. (Ret.) Robert Chelberg



Larry Meli



Harry and Gigi Benson



Joe Namath and Michael O'Brien



Joe Namath and John Schmidt



Stacey Brandt, John Couris, Kathy and Joe Petri, and Dr. Lee Fox



Brinsley Matthews, Cheryl Jarvis and Carlton Varney



Joe Cabrera, Charlie Modica, Joe Namath and Dan Ricciardi

## Jupiter Medical Center Foundation

1210 S. Old Dixie Highway  
Jupiter, FL 33458

### Great News!

Individual Retirement Account (IRA) owners age 70½ and older can directly transfer up to \$100,000 per year, free of tax, to eligible charities, including Jupiter Medical Center Foundation. This option can be used for distributions from IRAs without the owners itemizing their deductions.

Though individuals cannot claim an income tax charitable deduction for an IRA gift, distributed amounts are excluded from the IRA owner's income, resulting in lower taxable income for the IRA owner on federal returns. Qualified charitable distributions may be made from any IRA or individual retirement annuity, but not from a simplified employee pension, a simple retirement account or an inherited IRA.

Donors can contribute up to \$100,000 in qualified charitable IRA transfers to Jupiter Medical Center Foundation per calendar year. A charitable IRA rollover gift could qualify toward naming opportunities and recognition society memberships.

Distributions must be made from the IRA trustee directly to the charity. Donors will receive a written substantiation of their IRA contribution from Jupiter Medical Center Foundation. For questions regarding IRA contributions, please contact Jupiter Medical Center Foundation at (561) 263-5728.

### About the Foundation

Community support remains the cornerstone of Jupiter Medical Center.

Whether it is ushering in the birth of a baby or celebrating the rebirth of a stroke patient through rehabilitation, all are enhanced by philanthropic support to the Jupiter Medical Center Foundation.

As the premier, not-for-profit medical center in Palm Beach and Martin counties, Jupiter Medical Center relies on your charitable gifts to ensure the quality of all that we do for our patients and their families.

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