

HOAG HOSPITAL FOUNDATION in support of Hoag

Scanner

CORPORATE PROFILE:

Toshiba's Culture of
Social Responsibility

DONOR PROFILE:

Philanthropist Toshiaki
"Tosh" Ogasawara

2011 TOSHIBA CLASSIC

Annual tournament raises
\$1,000,000 for Hoag



2011 Toshiba Classic Winner,
Nick Price



*“The world needs dreamers and the world needs doers.
But above all, the world needs dreamers who do.”*

~Sarah Ban Breathnach

Dear Friends of Hoag:

Hoag Donors and Volunteers are not short on dreaming big or taking bold action! This past year has demonstrated this truth in our community. Through your generosity, the Foundation is on track to raise more than \$36 million dollars in gifts and pledges to support Hoag’s brand of outstanding healthcare in our community in FY 2011.

In this edition of *Scanner*, we look back at some of the events we’ve enjoyed together over the past several months. I’m reminded that, as we come together at events in support of Hoag, it’s the hundreds of volunteers working behind the scenes for months in advance, who bring these events so beautifully to fruition.

I would like to thank the 552 Club, whose extraordinary leadership and diligent commitment to Hoag are the backbone of many of our fundraising activities and events throughout the year including the Christmas Carol Ball and Charity Shoot, which are highlighted in this issue. The oldest and largest of Hoag’s volunteer support groups, the 552 Club has raised more than \$40 million since its founding in 1966. They truly demonstrate the heart and passion of the Hoag volunteer!

Speaking of “dreamers who do,” twenty four years ago Sandy Sewell had the idea of gathering 30 of her friends together to write letters to their friends asking them to support Hoag Cancer Institute. Today her circle of friends, called Circle 1000, is still going strong as evidenced by the annual Founders’ Celebration Brunch, which resulted in a \$1 million donation to Hoag Cancer Institute.

Our cover story highlights the Toshiba Classic, the most charitable tournament in the PGA Champions Tour. In early March, golf lovers and friends joined us at the week-long event and everywhere you turned our 450 volunteers were there to assist. We are so grateful for the generosity of Toshiba, both to Hoag and to our greater community. This year’s Toshiba Classic resulted in a \$1 million gift to Hoag!

I want to personally thank the Hoag Hospital Foundation Board. This group of 22 volunteers demonstrates exceptional leadership, guidance and governance to the Foundation. Your passion and dedication are deeply appreciated. Thank you for the opportunity to learn from each of you and serve alongside you for the past two years.

Our heartfelt gratitude goes to our donors, who see an opportunity to make a difference, and do so. Every dollar that is given, every hour that is volunteered, comes with the promise of continued high quality and innovative health care for our community. Thank you for partnering with us to bring the Hoag brand of care to the communities we serve!

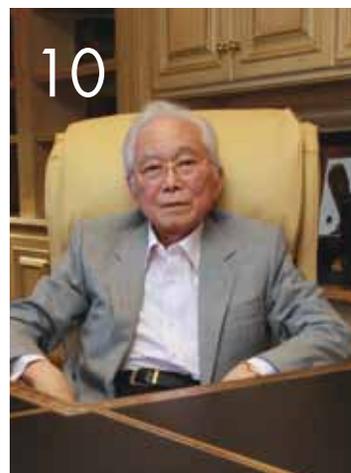
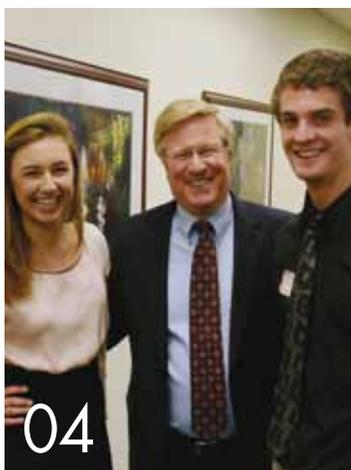


With gratitude,

Karen Linden, Chair
Hoag Hospital Foundation Board

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Nick Price's last shot for the win at the 2011 Toshiba Classic.

GOOD

for a Great Cause!

2011 Toshiba Classic Donates \$1,000,000 to Mary & Dick Allen Diabetes Center at Hoag

The Toshiba Classic, long recognized as the standard for charitable giving on the PGA Championship Tour, raised \$1 million for the Mary & Dick Allen Diabetes Center at Hoag during the March 7-13 tournament. Over the past 14 years, the Toshiba Classic has raised more than \$14 million for Hoag.

Fans of all ages filled the large galleries and enjoyed the warm weather and spectacular golf throughout the week. The professional competition was highlighted by 2011 champion Nick Price's opening round of 60 – a tie for the course, tournament and Champions Tour record.

“We had a great week of golf at this year’s tournament,” says Jeff Purser, executive tournament director. “We have a great champion and the tournament was able to raise a significant amount to support the Allen Diabetes Center.”

Other event highlights of the tournament include:

- Toshiba Scholarship Fund selected two students; Daria Farris from Costa Mesa High School and Charlie Umansky from Estancia High School, to receive a \$10,000 scholarship and a Toshiba notebook computer; 10 finalists also received Toshiba notebook computers.
- The Toshiba ‘Swing for the Green’ Recycling Event collected thousands of pounds of recycled electronic products from tournament spectators.
- The Breakfast with a Champion, presented by The Allergan Foundation, is a highlight of the Toshiba Classic tournament week. World Golf Hall of Famer Tom Kite was this year’s featured guest.

For more information, log onto ToshibaClassic.com. ■

TIMES



Nick Price, 2011
Toshiba Classic champion



Mark Simons, Nick Price,
Richard Afable, M.D. and Ira Garbutt



Doing the right thing

Toshiba's Culture of Social Responsibility

For Toshiba, giving back to the community in which its employees live and work is fundamentally important. That idea was a key driver in the company's decision in 1994 to sponsor the Toshiba Classic. In the ensuing years, company leadership and employees alike have taken great pride in the fact that the Toshiba Classic is the most charitable event on the PGA Champion's Tour.

2011 marks the 14th year that Hoag has been the primary beneficiary of the renowned event. Much more than a first-class golf tournament, the Toshiba Classic has evolved as a platform for Toshiba to support healthcare, children and education in our community. In addition to the millions of dollars raised for Hoag, Toshiba has used the Toshiba Classic venue to award over \$200,000 in scholarships to deserving students and \$400,000 in laptops to local schools in the last 12 years.

For the past four years of the tournament, the Toshiba Classic has also helped the community become more environmentally aware with its "Swing for the Green" recycling initiative. Each year Toshiba collects thousands of pounds of recycled electronic products brought in by tournament spectators in exchange for tickets to the event.

According to Mark Simons, Toshiba America Information Systems CEO, the ways that the Toshiba Classic benefits the community has grown and evolved over the years. "We are so pleased to have the platform of the Toshiba Classic and the relationship with Hoag," he says. "Having the opportunity to give to Hoag at the pace of \$1 million per year, support local schools and our environment, all with the reach and scope of the tournament, is phenomenal."

This year the Toshiba Classic donated the \$1 million proceeds from the tournament to the Mary & Dick Allen Diabetes Center at Hoag. Personally touched by the diabetes of a close family member, Mark is especially pleased by the focus of this year's gift. "I applaud Hoag in its approach to diabetes care," he says. "I'm very impressed with the Allen Diabetes Center and its focus on wellness and helping children and adults to stay healthy while living with diabetes."



Mark Simons , Toshiba America Information Systems CEO, and scholarship finalists at the Toshiba Classic Scholarship Finalist Ceremony

Improving Lives for Children and Families

Toshiba's Irvine employees are encouraged to put time and sweat equity into their community service during their Toshiba-sponsored Habitat for Humanity work days. Not only do employees help with building homes, each local Habitat for Humanity home is equipped with a Toshiba laptop and internet access. Then, to maximize the value of the in-home technology, Toshiba employees train the families to use their new computer including how to use Microsoft Office Suite software. Plans are underway to expand the program so that families can come back for more training to enhance their computer skills.

Local Toshiba employees are also involved in the Orangewood Children's Foundation, which cares for children removed from their caregivers in cases of abuse and neglect, and provides support programs to help older teens successfully transition from foster care to adulthood. Mark, a member of the Orangewood Children's Foundation Board, is passionate about aligning his support with children and education.

"We are a technology company and we want to empower children with technology," he says. "We believe that technology changes lives and allows people to be more productive and to stay connected—we are glad to bring that resource to children in our community through our charitable work."

To Whom Much is Given, Much is Required

As a global traveler for Toshiba, Mark has seen all types of communities and is keenly aware of the abundance we enjoy in Orange County. With a grateful heart, he embraces his responsibility to give back to those in need. For Mark and Toshiba, reaching into the community and getting involved is a win for everybody. "We are all a part of something that's bigger than ourselves," he shares. "That has a tremendous benefit to each of us individually, to our organization and to the community at large." ■



Joan and Andy Fimiano with Sally and Dr. Richard Afbale at the dedication ceremony for the Fimiano Emergency Pavilion

Hoag Dedicates the Joan & Andy Fimiano Emergency Pavilion

In gratitude for a transformational gift, one of the three largest in Hoag's history, Hoag has named its newly renovated and expanded emergency department in honor of Newport Beach residents, Joan and Andy Fimiano. The Joan & Andy Fimiano Emergency Pavilion, which opened its completed phases to patients in April, was dedicated in a private ceremony on Sunday, June 12, 2011. The entire project is scheduled for completion in 2012.

The dedication ceremony celebrated the generosity of the Fimianos as well as long-time Hoag supporters and \$1 million emergency department donors, Walter and Mary Frome, for whom the Walter & Mary Frome Emergency Suite is named. It also recognized Pamela Stowers, whose \$1 million bequest, and years of service as a dedicated Hoag Auxiliary volunteer, was honored with a permanent tribute in the lobby of the Fimiano Emergency Pavilion.

For more information on how you can support the Fimiano Emergency Pavilion, contact Kenya Beckmann at (949) 764-6384 or Kenya.Beckmann@hoag.org.



Joan and Andy Fimiano in the lobby of the Fimiano Emergency Pavilion



Walter and Mary Frome receive a special tribute from Hoag CEO, Dr. Richard Afable

Leave a Special Legacy at Hoag

For more than 70,000 patients and their family members each year, the Emergency Department is Hoag's "front door." Thanks to generous community support, Hoag is in the home stretch of a five-year expansion and renovation to revitalize this important community asset.

Community members are invited to become a special part of Hoag's history with an opportunity to inscribe a commemorative paver in recognition of their gift to the Fimiano Emergency Pavilion.

Commemorative Paver Sizes

6" x 9" 12" x 18" 18" x 22"

For more information about the Fimiano Emergency Pavilion plaza paver recognition and gift levels, go to www.hoagEDpavers.org, or contact Clara Huh in the Foundation at 949/764-7216 or Clara.Huh@hoag.org. ■



Pamela Stowers
1956 – 2010

Remembering Pamela Stowers

A Committed Volunteer, A Generous Donor

Pamela Stowers lived her life as an example of kindness in action. Put simply, she loved to help people. Born and raised in Kansas City, Missouri, she graduated from Southwest High School and attended Penn Valley Community College where she earned an Emergency Medical Technician certification. Early in her career she developed her love for being of service in her role as a customer service representative for her father's company, American Century Investments in Kansas City.

Co-workers from those days speak of her carefree spirit, infectious laugh and her compassionate and giving nature.

Touching Lives at Hoag

In 1998 Pam moved to Newport Beach and became involved as an Auxiliary volunteer at Hoag Hospital Newport Beach in the Emergency Department. In her six years as a Hoag volunteer, the personable Pam was known for her beautiful smile and warmth as she assisted patients and their families admitted to the Emergency Department.

Fellow Hoag Auxiliary volunteer and close friend Jeanne Potter remembers that Pam was enthusiastic about helping others. "Volunteering at Hoag gave her so much happiness,"

Jeanne reminisces. "She wanted to make people coming to the emergency room feel comfortable and to let them know that they were important. I dearly loved her and miss her terribly."

Very well liked in the Emergency Department, Pam made a lot of good friends that she kept in touch with when she left Hoag Auxiliary in 2004. "Pam was always so enthusiastic about helping others. She often mentioned to me how she enjoyed volunteering at Hoag," says Sherry Sumner, director, Volunteer Services at Hoag. "Her wonderful smile and friendly attitude were appreciated by everyone she came in contact with."

Pam gave of herself for the sheer joy of it. "Pam epitomized what is great about this community and about Hoag – service to our fellow man without fanfare," says Richard Afable, M.D., Hoag president and CEO. "She was an anonymous volunteer who wanted no other thanks than the knowledge that she'd touched someone's life in whatever way she could."

Loving Family Ties

Pam is survived by her loving mother and father, Virginia and Jim Stowers; her sister Kathleen Stowers-Potter and husband Jim and their children Lauren, Ryan and Alex of

Denver, Colorado; her sister Linda Stowers of Kansas City, and her children Alex, JJ, Patrick and Brian; her brother Jim III and his wife Michele of Shawnee Mission, Kansas and their children Layne and James IV and many other aunts, uncles, cousins and extended family.

A much loved daughter, sister and devoted aunt to her nieces and nephews, Pam never forgot a birthday. “She was a very kind and giving person,” says sister, Linda. “She dearly loved her family and was especially close to her nieces and nephews.”

A Legacy of Love

Supporting others in their time of need gave her life great meaning. After leaving Hoag, she worked tirelessly as a drug and alcohol counselor in hopes of helping to positively redirect many lives. She was very touched when she received a note from the mother of a drug addicted teen that simply stated, “I owe you dearly. You saved my daughter’s life.”

Not only did Pam reach out to help others during her lifetime, upon her death she bestowed a wonderful gift to all who walk through the halls of Hoag. Her \$1 million bequest to the Hoag Hospital Newport Beach Emergency Department is a fitting legacy to a loving soul who devoted her life to the comfort and care of others. ■

“Pam wanted no other thanks than the knowledge that she’d touched someone’s life in whatever way she could.”

~Richard Afable, M.D.
Hoag president and CEO



High-Impact Philanthropy

Mary and Walter Frome were Early Supporters of Hoag Emergency Department Expansion, Renovation

One of the criteria that Mary and Walter Frome look for when deciding to make a gift is how they can achieve the maximum public benefit with their philanthropy. Very early in the Hoag Hospital Newport Beach Emergency Department expansion and renovation project, they saw an opportunity to make a lasting impact on our community. Knowing that the aging Emergency Department was a vital

link in the healthcare chain, and that Hoag was committed to upgrading it to better serve the community, the Fromes stepped in with a \$1 million gift. It was their intention that their gift not only support the project, but also serve to inspire other donors—which it most certainly has.

“The Fromes understand that giving back is an important part of one’s role as a community member,” says Richard

Afable, M.D., president and CEO of Hoag. “The whole community will benefit from their generosity and we couldn’t be more grateful.”

In recognition of their gift, Hoag named one of five new Emergency Department suites the Mary & Walter Frome Emergency Suite. Each suite in the Joan & Andy Fimiano Emergency Pavilion contains 10 to 12 private rooms. ■

Strength of Character

Philanthropist Toshiaki “Tosh” Ogasawara Meets Challenges with Optimism and Courage

Toshiaki “Tosh” Ogasawara has never shied away from a challenge. It’s a quality that brought him considerable success in the business world and ultimately saved his life.

A survivor of throat cancer—one of the most life-altering forms of the disease—the Japanese native earned a master’s degree at Princeton University, established Nifco, Inc., managed the high-profile *Japan Times*, and fought off prostate cancer.

Most recently, Tosh gave a generous gift to Hoag—earmarked for an important research challenge: to help identify optimal treatment guidelines for head and neck cancer patients, guidelines that he hopes will spare them from the side-effects of treatment that he experienced.

“Hoag and their medical team saved my life,” he says, “and for that I’m very grateful. Throat cancer treatment can be very difficult, and my hope is that this gift can ultimately shorten treatment and help prevent others from experiencing some of the effects that radiation can cause.”

Princeton Bound

His story began in Tokyo where Tosh was born and reared and where he earned an undergraduate degree at University in Tokyo. He then enrolled in Princeton’s storied Woodrow

Wilson School of Public and International Affairs, which he hoped would serve as a springboard for a career in politics.

While at Princeton he met a successful businessman who asked him to collaborate on a joint venture that would become Tokyo-based Nifco, a major manufacturer of industrial plastic parts and components. The company, which serves all the Japanese and foreign automakers, was established in 1967. NIFCO currently has manufacturing plants in 17 countries and more than 6,000 employees. Tosh still serves as the Board Chairman.

In 1983 he acquired the *Japan Times*, serving as chairman and publisher and guiding the prestigious English language newspaper through a period of uncertainty. He ran the newspaper for two decades which his daughter, Yukiko, “Yuki,” now publishes.

Throat Cancer Strikes

Things went well for many years as he divided his time between Japan and California, where he came to serve as a life trustee at USC and a board member at Bank of America and Security Pacific Bank. Then, in 2004, things changed dramatically when Tosh felt a lump inside his throat and

began experiencing pain, bleeding and dryness of the mouth. The diagnosis in Tokyo was advanced throat cancer. When he was told his prognosis was not good, Yuki began searching for options in America. She remembered Jay Tassin, M.D., who treated Tosh at Cedars Sinai for prostate cancer, but who was now at Hoag.

Under the guidance of Dr. Tassin, who retired in 2005, and Brian Kim, M.D., Hoag radiation oncologist, Tosh underwent intensity-modulated radiation therapy, an advanced mode of high-precision radiotherapy that uses a computer-controlled linear accelerator to deliver precise doses of radiation to malignant tissue. He received 35 treatments over seven weeks—the last three of which were the most difficult. He also underwent chemotherapy.

At one point in 2005, Tosh decided to stop treatment because the radiation treatments were so harsh on his body. However, Yuki would not allow her father to give up. She hired an ambulance and forced him to show up for the last three very important treatments.

“I was able to survive my cancer, which doctors told me is a miraculous thing,” he shares. “Many people die from this disease, so the 35 treatments I underwent were a small price to pay for my life.”

Grateful Giving

Tosh is so grateful and so determined to help spare others from the challenges that he experienced, he decided to fund Hoag’s head and neck cancer research project, which is the first of its kind anywhere.

“His gift is very important to us,” explains Dr. Kim. “It allows us to invest in some new technology for radiation treatment planning and gives us the ability to conduct larger trials down the line. We view this as a first step in perhaps attracting other physicians to come here, practice, and join in our research. It provides a great foundation for the future.”

The feeling of admiration is very mutual. “Dr. Kim is wonderful, a very intelligent and kind doctor,” adds Tosh. “He listened and he answered all of my questions—he encouraged me greatly.”

Tosh is no stranger to giving. Years ago he established the Ogasawara Foundation for the Promotion of Science and Engineering and is involved with many corporations and organizations, including the Los Angeles Philharmonic Association and the Japan-America Society of Tokyo. With an earlier gift, he helped establish an international garden at USC.

These days, Tosh is back to shuttling between Tokyo and the U.S., scheduling his visits to California to enable various medical appointments and procedures at his preferred hospital – Hoag. A recent PET/CT scan showed no trace of recurrence, he now only sees Dr. Kim to say “hello.”

For more information about how you can support Hoag Cancer Institute, contact Heather Harwell at (949) 764-7215 or Heather.Harwell@hoag.org. ■

Hoag Head & Neck Research

Impacting Patients at Hoag and Beyond

Toshiaki “Tosh” Ogasawara’s legacy of generosity is producing tangible results for head and neck cancer patients at Hoag and beyond. The funds donated by Tosh, after his successful treatment for throat cancer at Hoag, have provided the resources for important research and the acquisition of state-of-the-art treatment equipment.

The research project made possible by Tosh has demonstrated that an innovative treatment regimen used by Hoag oncologists has a 90 percent survival rate in stage III and IV patients, which far exceeds the national average. This promising news is soon to be published in the American Journal of Otolaryngology. According to Brian Kim, M.D., Hoag radiation oncologist, not only does this validate the unique treatment protocol, by publishing the results, it shares the methodology with physicians all over the world.

His donation has also been used to purchase the latest radiation treatment planning software for pinpoint accuracy in targeting and planning head and neck cancer radiation treatments. Dr. Kim shares that Tosh’s support has done even more than pay for research and equipment, it has generated momentum to further develop a multidisciplinary program at Hoag.

“Tosh has helped us get the ball rolling,” he says. “For example we’ve developed a monthly tumor board conference in which we gather a multidisciplinary team of oncologists, radiation oncologists and otolaryngologists to discuss head and neck cancer cases and treatments. His impact will be felt for many years to come.”

For more information about how you can support Hoag Cancer Institute, contact Heather Harwell at (949) 764-7215 or Heather.Harwell@hoag.org. ■



30th
Annual



Hoag Charity Shoot Raises \$180,000

Hosted by Turner's Outdoorsman and Hoag's 552 Club

A team of veterans from the Wounded Warrior Project were among the 135 shooters who raised more than \$180,000 at the 30th Annual Hoag Charity Shoot benefiting Hoag. Presented by Hoag's 552 Club and Turner's Outdoorsman, the clay target shooting event took place on April 29, 2011 at Triple B Clays Shotgun Park in South El Monte, CA.

This event was also held in the memory of Kristin McNulty, daughter of John and Nina Townsend. Townsend has been a long-time supporter and participant of the charity shoot and last year, was honored with the Vin Jorgensen Award.

"The Hoag 552 Club is like family and events like this give us the opportunity to support the dedication and commitment of Hoag doctors and nurses," says Marcus Berry, co-founder of Drive for a Cause and Hoag Charity Shoot co-chair. "It is really special to be part of an event with such heritage and tireless support from volunteers and the community."

"Turner's is proud to partner in this important event that marked 30 years of raising awareness and widening the circle of support for Hoag," says Gene Lumsden, event co-chair and president and CEO of Turner's Outdoorsman who, in 2005, was inducted in the California Trap Shooting Hall of Fame for twice tying the world record in competitive trap shooting.

The Charity Shoot co-chairs and committee members would like to thank all major contributors, underwriters, sponsors and volunteers for their generous contributions. ■

Top - The Esplanade Builders Inc. Team

Bottom left - Co Chairs, Gene Lumsden, Presenting Sponsor, Turner's Outdoorsman and Marcus Berry

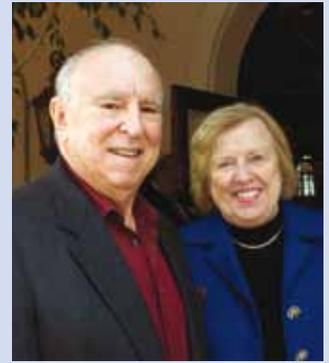
Bottom Right - Richard Berg and the D.W.A.S.P. VIP team

Here's Looking at You Kid!

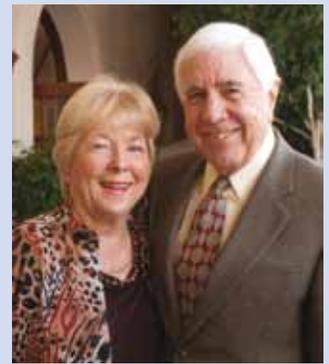
Hoag Heritage Society 17th Annual Luncheon

More than 100 members of the Hoag Heritage Society gathered at the Turnip Rose in February for the 17th annual luncheon recognizing those individuals who have made an estate gift to Hoag through a bequest, charitable trust or gift annuity. Guests enjoyed the "Casablanca" theme that featured live piano music played by Paul Spaeth.

"We love the opportunity that the luncheon provides for us to express our sincere gratitude to our Heritage Society members for their support," says Sharon Thornton, JD, LL.M, Vice President, Gift Planning. "It's our chance to celebrate and acknowledge them for their legacy of generosity." ■



Mike and Lori Nadler



Dr. & Mrs. Richard Jonas



Hoag Hospital Foundation Planned Giving Advisory Committee from left to right:

Top Row: Ira Garbutt, Gary Newman, Randy Godshall, Joe Obegi, Jay Swigart, Mark Hardtke

Bottom Row: Christina Bahr, Kimberly Bernatz, Megan Acosta, Sharon Thornton

Not pictured: Tom Casey, Jim Johnson

A Night of Friendship and Support at

44th Annual Christmas Carol Ball

Nearly 600 of Hoag's family of supporters, volunteers and friends gathered in the Pacific Ballroom at the St. Regis Monarch Beach Resort to celebrate Hoag's 44th Annual Christmas Carol Ball on Saturday, December 11, 2010. Over \$900,000 was raised to support outstanding care at Hoag.

"The Christmas Carol Ball was the 552 Club's first event in 1966 and has played an important part in the history of Hoag," said Richard Afable, M.D., president and CEO of Hoag, in his opening remarks. "Events like this raise funds which in turn allow Hoag to make amazing strides in healthcare services."

For Nora Jorgensen Johnson, this was her 43rd ball and the seventh year she has given the invocation. She expressed gratitude for the donors, doctors, nurses and volunteers. During her invocation, Nora shared, "I am so grateful for the volunteers, especially the new ones. Volunteering is the most wonderful thing you can do for your fellow human beings."

This year, major underwriters designated gifts to key areas of Hoag including Hoag Women's Health Institute, Mary & Dick Allen Diabetes Center, Hoag Cancer Institute, Hoag Orthopedics Institute, Hoag Neurosciences Institute, Hoag Heart & Vascular Institute, *Choose Nursing, Choose Hoag* and Hoag Hospital Irvine.

Hosted by the Hoag Hospital Foundation 552 Club and the Christmas Carol Ball Committee, the ball has raised more than \$7 million for Hoag since 1966. ■



Nora Jorgensen Johnson



Event co-chairs Tyler & Pamela Terry, Dr. Lisa Karamardian and Vahe Karamardian



Honorary chairs Sandi (left) and Ron (right) Simon with Hoag CEO Richard Afable, M.D. (center)

Circle 1000 Annual Founders' Brunch Celebration

Raises \$1 Million for Hoag Cancer Institute

Writer, newspaper columnist and author, Kelly Corrigan, was the speaker at this year's Circle 1000 Annual Founders' Brunch Celebration held on April 27 at the Hilton Orange County. Author of New York Times bestseller, *The Middle Place*, a memoir about her Irish-American father's battle with cancer and her own triumph over the disease, Kelly shared passages from the book and poignant personal stories.



Pame Schimder, Kelly Corrigan and Margaret Larkin

The event was filled with wonderful moments including a video tribute to the history of Circle 1000 and its founder, Sandy Sewell, and heartfelt comments from Pame Schimder, Circle 1000 Chair. This year's event raised \$1 million for Hoag Cancer Institute. The generosity of Circle 1000 has made it possible to purchase new technology, provide scholarships for oncology nurses and conduct important clinical research.

Founded with Friendship

In 1987, Newport Beach resident and breast cancer survivor, Sandy Sewell, founded Circle 1000 to support Hoag Cancer Institute. Her idea was to gather a group of friends who would contribute at least \$1,000 annually and each was tasked with asking their own circle of friends to participate. From those simple beginnings, Circle 1000 expanded to more than 1000 friends who have raised a cumulative \$12.4 million since the

group's inception.

The Circle 1000 committee invites community members to make an annual gift in support of cancer services at Hoag. In recognition of donors' support, Circle 1000 hosts the annual brunch highlighted with a noted speaker.

For more information, please contact Heather Harwell at (949) 764-7215 or Heather.Harwell@hoag.org ■

Supporting Nursing at Hoag

Nurses have a tremendous impact on a patient's experience and care at Hoag. The *Choose Nursing, Choose Hoag* (CNCH) campaign, created to support Hoag nursing excellence, raised over \$1.54 million in FY 2010.

In celebration, nearly 200 supporters of outstanding nursing care at Hoag gathered for the annual *Choose Nursing, Choose Hoag* Celebration of Success Luncheon. The event, held in November 2010, featured an informative discussion of the impact of healthcare reform on nursing by Hoag president and CEO, Richard Afable, M.D. Guests were also moved and inspired by the testimonial of former long-term Hoag patient, Allan Hunter and his wife Tiffany as well as nurse scholarship recipient, Chet McCauley, BSN, RN.

Mark Your Calendar

Watch your mailbox for details about the 2011 *Choose Nursing, Choose Hoag* Celebration of Success Luncheon scheduled for November 1, 2011 and featuring guest speaker, Jon Wampler, retired president and CEO, PacificCare Health Systems. Dr. Afable will also give a "State of Hoag and Healthcare" address.

For more information on *Choose Nursing, Choose Hoag*, Please contact Angelina Morano at (949) 764-7221 or Angelina.Morano@hoag.org ■

Healing Handiwork



Breast Pillow Donors Provide Cancer Survivors with Physical and Emotional Comfort

Unless you've had breast cancer surgery you may not know that something as simple as a small pillow to protect your surgery site while conducting daily activities such as driving, provides enormous comfort for several weeks post surgery. Two local women have taken it upon themselves to hand make breast pillows at their own expense and donate them to Hoag Cancer Institute as a gift to post-surgery breast cancer patients.

For these patients, the comfort goes much deeper than physical according to Breast Cancer Clinical Nurse Navigator, Diane Dietterle, MS, RN, NP. "Our patients are very touched by and appreciative of the time and care that these donors have taken to give them something that's comforting as well as useful," she says. "The fact that someone has anticipated their need and provided for it with such kindness means a great deal to them."

Sew Happy

A neighbor's ingenious invention for his wife, a breast cancer patient, inspired Lorraine Bowen to start making cloth belts with two pockets to hold post-surgical drains for use by breast cancer patients. Those were a hit with patients and soon she added breast pillows to make a set. In the past few years Lorraine has delivered more than 500 sets of belts and pillows to Hoag Cancer Institute. She keeps her commitment to herself to deliver 30 to 40 sets each month from her home in San Clemente.

A sewing whiz since the age of 10, Lorraine is grateful to use her gift to help others. "I have been so blessed and this is my way of giving back," smiles Lorraine. "I want to give some comfort and peace of mind to the women who are going through such a difficult time. I think we should all look for

ways to help others."

The Lambs

Long-time 552 Club member and retired Orange Coast College decorative and fiber arts instructor, Novell Hendrickson, started making patchwork breast pillows 11 years ago in honor of the passing of her beloved sister-in-law. At the time she recruited her daughter and granddaughters to help, they called themselves "The Lambs." Her granddaughters have since grown up and moved away but Novell keeps up the work of The Lambs by delivering 12 dozen patchwork breast pillows a year to Hoag—to date she has delivered over 1,500. Each pillow is inscribed with the affirmation, "I shall trust and not be afraid."

"I'm so happy that people enjoy having the pillows," says Novell. "I want people to feel special when they get them. Many people have said the quote I put on the pillows is a comfort to them. It's something I believe in."

Catherine Bailey, MSW, LCSW, supervisor of Oncology Support Programs says that many patients express their gratitude and ask her to pass notes and messages on to Novell and Lorraine. "They want them to know that the pillows and the belt are wonderful and very helpful," shares Catherine. "They are soft and made with fun fabrics. The patients appreciate the personal touch in the midst of a challenging life experience."

If you would like more information on how you can support patients at Hoag Cancer Institute, contact Heather Harwell at (949) 764-7215 or Heather.Harwell@hoag.org. ■

Auxiliary President, Ruth Poole; Nightingale's Chapter President, Maureen Thompson; Gift Box Chair, Janie Blazina; and Junior Auxiliary President, Jidan Kim with Richard Afable, M.D., Hoag president and CEO



Touching Lives, Lifting Spirits

"Touching lives, lifting spirits" was the theme for this year's annual Auxiliary recognition luncheon held at the Newport Beach Marriott in April. More than 300 Auxiliary volunteers from Newport Beach and Irvine joined Hoag leaders to enjoy a delicious lunch while celebrating the successes of the Auxiliary including 85,000 volunteer service hours, partnering with other non-profit organizations and making a gift to Hoag.

Auxiliary President, Ruth Poole; Gift Box Chair, Janie Blazina; Nightingale's Chapter President, Maureen Thompson; Junior Auxiliary Vice President, Julie Jacobson; and Junior Auxiliary President, Jidan Kim presented Richard Afable, M.D., Hoag president and CEO, with checks totaling \$100,000. This brings the total amount donated to Hoag by the Auxiliary to

more than \$6 million.

The Auxiliary's gift will be used to purchase wheelchairs, carts and other needed equipment for Hoag emergency departments, Hoag Women's Health Institute, Hoag Neurosciences Institute, Hoag Cancer Institute, Hoag Heart & Vascular Institute and the Allen Diabetes Center.

In addition to the check presentation to Hoag Hospital Foundation, the Hoag Auxiliary presented an additional \$25,000 in scholarships to graduating high school students and members of the Junior Auxiliary.

Hoag would like to thank the 750 valued Auxiliary and Junior Auxiliary members for their 59 years of caring service, dedication and fundraising benefiting Hoag patients, staff, physicians and the community we all serve! ■



Auxiliary President Ruth Poole and Director, Volunteer Services at Hoag, Sherry Sumner with members of the Junior Auxiliary

Reflections from Flynn:

Philanthropy Plays a Key Role in Hoag's Future

Nationwide, healthcare delivery is and has been in a state of change which has accelerated due to political, economic and market factors. For example, employers have continued to shift more of the cost of health insurance to employees through cost sharing of premiums and higher deductibles and co-pays. Increasingly cost-conscious consumers are shopping around for lower-cost healthcare options, creating a competitive marketplace for providers. Healthcare reform, the recession, unemployment and the uninsured are also having an impact.

In response, healthcare delivery in the U.S. is evolving even more rapidly from an inpatient care model, which is very expensive, to an outpatient care model which is much more cost efficient. Hoag anticipated the changes in healthcare and has been transforming itself from a Newport Beach-based hospital campus to a community-based healthcare delivery network serving much of Orange County.

While change is always challenging, these changes represent an enormous opportunity that Hoag is actively leveraging as it connects patients to new resources and establishes itself as an innovative leader in the new healthcare marketplace. Hoag is expanding its outpatient care access points and taking healthcare delivery into the community. For example, Hoag has seven outpatient health centers throughout Orange County and is expanding the health center model to be consistent with the Hoag Health Center in Newport Beach.

Campaign Update

In 2006 the Hoag Hospital Board announced an expansion and revitalization plan called Renaissance Hoag and tasked the Hoag Hospital Foundation with creating a 10-year campaign. While Renaissance Hoag was on track to meet its \$315M target by 2016, we realized that to continue the Renaissance Hoag mission of bringing world-class care to our community, we needed to plan something bigger in light of new and different challenges.

As a result, beginning on October 1, 2010, we rolled the \$135 million raised by the Renaissance Hoag campaign into a new, more comprehensive campaign to better support Hoag's strategic direction. You will hear more about the goal for the new campaign in the future as we move forward in the campaign development process. Thank you to all of our generous donors who shared the vision of Renaissance Hoag and participated in the campaign's success.

While community support has always been vital to Hoag's success in providing world-class care in outstanding facilities, it will be even more important going forward. We look forward to partnering with you to support Hoag as it continues to adapt to changes in healthcare delivery while maintaining its identity and culture of exemplary clinical care, exceptional patient experience and innovation. ■

Flynn Andrizzi, Ph.D.

Senior Vice President, Development,
Hoag Hospital & President,
Hoag Hospital Foundation





A Special Opportunity to Help Others

The charitable IRA legislation has been extended through 2011, offering you tax incentives for charitable gifts if you are 70½ or older.

Under the extended law, you can use funds from your IRA to make a lifetime charitable gift free of tax obligations. Prior to the law, you would have to report any amount taken from your IRA as taxable income. You could then take a charitable deduction for the gift, but only up to 50 percent of your adjusted gross income. In effect, this could have caused you to pay more in income taxes than if you hadn't made a gift at all.

Fortunately, now these IRA gifts can continue to be accomplished simply and without tax complications. Plus, you can make the gift now—while you are living and able to witness the benefits of your generosity. And if you don't need the annual amount you're required to take from your IRA when you turn 70½, you can use these funds and eliminate the tax on these distributions.

Top 3 Benefits for You

1. If you have already maximized your income tax deductions, you have another opportunity to give.
2. The transfer generates neither taxable income nor a tax deduction, so you can benefit even if you do not itemize your tax deductions.
3. You can make a significant impact on our work.

How it works

Kathy, 72, would like to give \$10,000 to Hoag this year. She has the choice of giving cash, appreciated securities or other assets. Kathy talks with her tax advisor who explains that she has yet another option to jump-start her legacy. According to her advisor, Kathy is paying income tax each year on the required minimum distribution from her IRA. This year the distribution will be \$10,000. If Kathy makes a direct transfer of \$10,000 from her IRA to us on or before Dec. 31, 2011, she can avoid paying income tax on the required distribution. Although she will not be able to claim a charitable deduction under this legislation, Kathy benefits by not having to declare the IRA distribution as taxable income.

If you have any questions or would like more information on how to take advantage of this tax break before it expires, please contact Sharon Thornton at (949) 764-7206 or Sharon.Thornton@hoag.org. ■

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The information in this publication is not intended as legal advice. For legal advice, please consult an attorney. Figures cited in examples are for hypothetical purposes only and are subject to change. References to income tax apply to federal taxes only. Federal estate tax, state income/estate taxes or state law may impact your results.

Hoag and the Pacific Symphony Performing in Harmony to Enrich Orange County

Hoag is proud to be the 2011 Presenting Sponsor for the Pacific Symphony's Summer Festival, which includes five concerts, July 4-Sept. 3, 2011.

This partnership represents Hoag's commitment to broadening its outreach further south in Orange County with the inclusion of Hoag Hospital Irvine (where the Symphony's summer home is located).

Pacific Symphony continues its quest to spread the message that "music heals." The Symphony first joined forces with the local affiliate of Susan G. Komen for the Cure to raise awareness about the organization's work with breast cancer survivors. The relationship with Hoag allows for the message to continue.

This partnership is a great opportunity for the community to support two important assets, healthcare and the preservation of music.

For more information and tickets visit www.pacificsymphony.org. ■



Join Rustica to "Make Change For Kids"



Hoag is partnering with Rustica, California Wine Bistro, for a year-long campaign, which began in March 2011, to support the CHOC Children's Clinic at the Mary & Dick Allen Diabetes Center at Hoag. At the conclusion of every meal, each guest will be offered the opportunity to round their bill up to the nearest dollar to "Make Change" for children who need it the most within our community.

Rustica has launched this campaign to support CHOC Children's and the Allen Diabetes Center in providing state-of-the-art pediatric diabetes services. For more information on how you can support the Allen Diabetes Center, please contact Doe Girling at (949) 764-1818 or Doe.Girling@hoag.org.

For reservations, call Rustica at 949.706.8282 or visit www.rusticafashionisland.com. Rustica is located inside Fashion Island at 1133 Newport Center Drive, Newport Beach. ■

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45th Annual

Christmas Carol Ball

SYMPHONY OF SURPRISES

Event Chairs, Vahè & Dr. Lisa Karamardian
along with Honorary Chairs, Ron & Sandi Simon
invite you save the date for the 45th Annual Christmas Carol Ball.

December 10, 2011 at the St. Regis Hotel
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For more information visit:
www.christmascarolball.org
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