

A Hoag Hospital Foundation Publication

# SCANNER

SPECIAL EDITION

2019



## A Passion for Helping Mankind

The Generosity of the Pickup Family Foundation Will Drive Innovation  
in Neurosciences at Hoag for Generations to Come

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Flynn A. Andrizzi, Ph.D.

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## LETTER FROM THE PRESIDENT



It is an honor to recognize and thank visionary philanthropists Dick and Donna Pickup and their family for their \$15 million gift to Hoag in support of neurosciences. In gratitude, Hoag is proud to name the Pickup Family Neurosciences Institute.

In his business life, Dick Pickup has a knack for seeing the potential in something and envisioning what it could become with the right investment. He applies a similar approach to his giving. Recognizing neurosciences as an area of medicine still ripe for discovery and Hoag's capacity to achieve results, the Pickup family's transformational generosity lays the groundwork for research and innovation in brain and spine care that will benefit generations to come.

From memory loss to addiction to brain tumors to back pain, the Pickup Family Neurosciences Institute has the most comprehensive collection of neuroscience-based programs in Orange County. The Pickup's gift provides the resources to elevate every aspect of neurological care at Hoag. It is the catalyst for significant growth, taking the Institute to the next level not only for the benefit of patients locally but as a national and international contributor in advancing neurosciences.

The gift is transformational for another reason. As the Pickup Family Neurosciences Institute becomes Hoag's third institute to bear a donor's name, the power of philanthropy at Hoag gains notable visibility. The gift has already inspired additional philanthropy and will only continue to do so.

If you have the privilege of knowing Dick Pickup, you know humility is fundamental to who he is. His giving is motivated by the impact he believes it will make. He gives without regard for what he might gain; he gives for the betterment of others. The Pickup family's support of neurosciences at Hoag will improve countless lives in our community and beyond.

I commend the Pickups for their extraordinary philanthropy and generosity of spirit, and I look forward to watching their impact continue to unfold. Please join me in thanking Dick and Donna Pickup and their family for their remarkable commitment to Hoag and the Pickup Family Neurosciences Institute.

Sincerely,

A handwritten signature in black ink that reads "Flynn A. Andrizzi". The signature is written in a cursive, flowing style.

Flynn A. Andrizzi, Ph.D.

*President, Hoag Hospital Foundation*

## MESSAGE FROM MICHAEL BRANT-ZAWADZKI, M.D., F.A.C.R.

Senior Physician Executive, Hoag  
Ron & Sandi Simon Executive Medical Director Endowed Chair,  
Pickup Family Neurosciences Institute

In 2007, Hoag established its Neurosciences Institute. It was the first institute to redesign the care delivery model by focusing on the patient and aggregating multidisciplinary teams (programs), each targeting a specific patient condition.

On our 10th birthday, we received an extraordinary \$15 million gift commitment and a new name, the Pickup Family Neurosciences Institute. I speak for all of my Institute colleagues when I say we are extremely proud to have the Pickup name carry this Institute into the future.

Thanks to the Pickup family's support, the Institute has significantly expanded the reach of the Orange County Vital Brain Aging Program, which promotes healthy brain aging through early assessment and education. Through the acquisition of an advanced informatics platform that facilitates testing for early detection of memory and cognitive impairment as well as research, we are able to serve even more patients who are suffering from or may be at risk of memory and cognitive decline. We have deployed the new software-enabled testing program in Hoag-affiliated primary care physician offices throughout the County so we can screen more individuals for impairment. Our goal is to identify impairment at its earliest stages when intervention can still help to prevent or delay dementia.

The Pickup family's naming gift carries the added benefit of

heightened visibility and recognition of both Hoag and the Pickup Family Neurosciences Institute well beyond Orange County. This has enhanced our ability to recruit some of the best and brightest physicians in the country, improving the community's access to subspecialized physician experts in needed disciplines including epilepsy, memory and cognition, Parkinson's disease and movement disorders as well as sleep, addiction and mental health services. Our foundational programs for patients with brain tumors, those afflicted by stroke and those with spinal disorders also benefit from the growth fueled by the Pickup name and gift.

Since our launch in 2007, the Institute has steadily expanded its offerings to provide patients with the full continuum of care for neuroscience-based conditions, for which we have received regional and national recognition. Now, the Pickup Family Neurosciences Institute stands on the verge of a giant leap forward. Through the Pickup's invaluable support, we will continue to engage in new research that is changing brain and spine care delivery.

The Pickup family's visionary philanthropy inspires and drives us in this commitment. With immense gratitude, we will deliver on our promise of compassionate care, clinical excellence and creative intelligence for sustained innovation. That is our true north.





# A Passion for Helping Mankind

**The Generosity of the Pickup Family Foundation Will Drive Innovation  
in Neurosciences at Hoag for Generations to Come**

Hoag President and CEO, Robert T. Braithwaite; Donna Pickup; Dick Pickup; Hoag Hospital Foundation President, Flynn A. Andrizzi, Ph.D. and Michael Brant-Zawadzki, Ron & Sandi Simon Executive Medical Directed Endowed Chair, Pickup Family Neurosciences Institute and Hoag Senior Physician Executive

Dick Pickup's first business venture was lawns and newspapers. As a ten-year-old, his experience mowing and delivering instilled an ethic of hard work, a key to his phenomenal career success. Now in his 80s, he and wife Donna agreed that the timing was right to share the results of that success.

"Let's give it away and help mankind," they said. The Newport Beach residents and longtime Hoag donors are referring to the Pickup Family Foundation's transformational gift of \$15 million, for which Hoag named the Pickup Family Neurosciences Institute, and to the hopes they have for future innovations. "There have been breakthroughs in cancer and cardiology and other areas of medicine, but there is still so much that is unknown about the brain."

### Small-Town Roots

Born and raised in Whittier, Dick loved the small-town feel and remained in his hometown until his graduation from Whittier College. His family spent summers on Balboa, which gave him a taste of beach life. After earning a degree in finance in 1955 and serving in the army, Dick settled into a career as a stockbroker and investment advisor.

In the mid-1970s, he opened his own office in Fashion Island and bought a home in Eastbluff, fulfilling his childhood dream of living by the beach. Donna grew up in Newport Beach and considers it her hometown. Although she spent time living in South Dakota and still feels part cowgirl, she says of Newport, "There's no place like home."

### Passing Down the Joy of Giving

As his career progressed, Dick began investing in real estate. Partnering with his son Todd Pickup, daughter Devon Martin and son-in-law Kevin Martin, together they purchased the iconic Balboa Bay Resort and Newport Beach Country Club. The Pickup family continues to be good stewards of these assets notably opening a new clubhouse at Newport Beach Country Club in 2017. Dick and his family actively diversify their real estate portfolio with new acquisitions. Business is truly a family affair!

Dick hopes that his grandchildren, who range in age from 10 to 20, will one day join the family business. His kids inherited their dad's work ethic and heart

for philanthropy. "The reaction of my family and me to our extraordinary good fortune is not guilt but rather gratitude," he shares. "Our family's course is obvious; keep only what we need and distribute the rest to society for its needs. My pledge to Hoag starts us down this course."

### Supporting Innovation, Touching Lives

The couple is pleased that their gift will enable entrepreneurial clinicians to "take things to the next level" as he puts it and spark innovations which will enhance treatments and lead to cures. "Most of my life, I've been trying to build an estate," said Dick, "but when you reach your 80s, you realize that material things pale in comparison to what mankind can do with these monies."

Dick hopes that his family's philanthropy will allow Hoag to attract top talent and expand its services. Chief Executive Officer Robert T. Braithwaite concurs, saying, "Their gift is further affirmation of Hoag's growing national leadership in neurosciences which helps us draw renowned physicians. We are deeply grateful to the Pickup family for their support and trust."

"This transformational gift will fund innovations in care across the spectrum of neurosciences at Hoag," said Michael Brant-Zawadzki, M.D., Ron & Sandi Simon Executive Medical Director Endowed Chair, Pickup Family Neurosciences Institute and Hoag Senior Physician Executive. "The Pickup family's generosity will touch lives in our community for years to come."

Dick and Donna encourage others to give. Dick's philosophy of philanthropy, regardless of amount, is you get joy from giving.

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*"I want to encourage my children and grandchildren, along with others I may never know, to experience that joy of giving that I am experiencing."*

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# A Hoag Milestone

## Celebrating the Dedication of the Pickup Family Neurosciences Institute

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On May 28, friends, family and Hoag physicians and leaders gathered to celebrate the extraordinary generosity of the Pickup family and the unveiling of the Pickup Family Neurosciences Institute. Dick and Donna Pickup entered the gathering to the enthusiastic applause of guests and Pickup Family Neurosciences Institute staff who were lined up to express their gratitude and honor the philanthropists.

A highlight of the evening was the unveiling of the signage that displays the Institute's new name. Guests cheered as the Pickup Family Neurosciences Institute signage on Pacific Coast Highway was revealed. The recognition serves as a lasting tribute to the Pickup family's visionary support of Hoag.

"We are proud to have our family name attached to Hoag," Dick shared. In his moving remarks, he spoke candidly about his philosophy of giving back. "For years, I heard my pastor Dr. Huffman say, 'Don't just give until it hurts. Instead, give until it feels good.' It took me some time to really get with this program, but in the last two decades, I have learned the reality of what it means to be blessed and to be a blessing to others. Let me assure you that this feels good to me. What we are now doing for others is the highest form of investment I have ever made and some of the best money I have ever spent. And I know that this will continue to bear rich dividends for others long after I am no longer here!"



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