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Fall 2007

# Inspiration

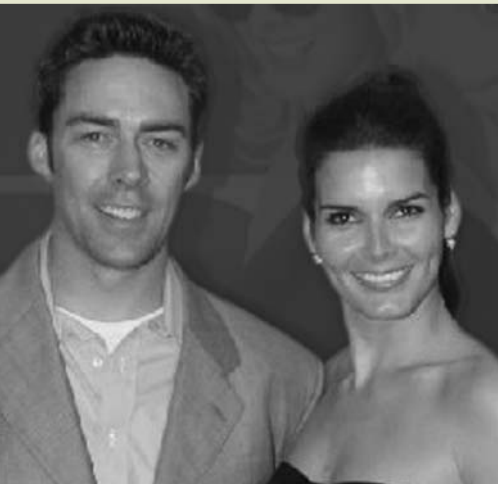
For supporters of Mission Healthcare Foundation

www.missionhealthcarefoundation.org

Together for  
**Kids**™

*Below: At a press conference at the National Press Club, retired NFL star Jason Sehorn urged support for Together for Kids on behalf of himself and his actress wife Angie Harmon. The couple, who have two children, serve as honorary co-chairs for the launch of the new group.*

*“As parents, Angie and I know that nothing is more important than keeping our kids healthy and safe,” said Sehorn. “As a country, we need to make an investment in the future of our children.”*



## Mission Children’s Hospital Part of a New National Alliance

Mission Children’s Hospital announced its membership in a new nonprofit organization, Together for Kids, which will raise funds nationally to help Mission and other member hospitals cope with dramatic increases in the medical needs of children. The Children’s Hospital’s announcement was made in conjunction with a widely televised press conference held at the National Press Club in Washington, D.C., on September 26.

Former NFL star Jason Sehorn attended the press conference, where he and his wife, actress Angie Harmon, were announced as the Together for Kids’ Honorary Co-Chairs. The Sehorns, who have two young daughters, want to bring attention to the need for more funding for children’s healthcare. Representing Mission Children’s Hospital were Susan Mims, MD, Medical Director; Olson Huff, MD, Founding Medical Director; and Bruce Thorsen, President of Mission Healthcare Foundation.

*“As parents, we’re so glad Together for Kids has been created to support the critical work of children’s hospitals.”— Angie Harmon*

### The Concept

Together for Kids is a national alliance of 34 children’s hospitals and other hospitals serving children in 47 cities across the United States. The alliance is dedicated to building a healthier future for America’s kids by providing an urgently needed national fundraising mechanism for its member hospitals, helping them care for seriously ill children and tackling the toughest health issues facing all kids, with a focus on childhood obesity and accident prevention.

Together for Kids is a tax-exempt 501(c)(3) public charity and plans to raise funds through corporate sponsorship, events, grants and other forms of philanthropy, distributing the funds to member hospitals to address the most urgent children’s health needs in their communities.

### Initial Focus

Pediatric specialists from the Together for Kids hospitals who make up its Physicians Advisory Committee have prioritized the issues of childhood obesity and accident prevention as critical challenges, issues that complement programs already started or in development at Mission Children’s Hospital.

“The children of our region and all across America are facing increasing challenges to their health and well-being—challenges that include the growing numbers of uninsured kids, the increasing health problems related to childhood obesity and the staggering

*continued on page 8*

## Gifts of Gratitude Program Offers a Way for Patients and Their Families to Say “Thanks”

Being sick or injured is terrifying, painful, unpleasant and full of unknowns. In healthcare, there are silent heroes among us, making a difference in our lives everyday by providing not only important medical care but also compassion and comfort. Whether it's holding your hand during blood work, offering a timely hug or taking extra time to explain a diagnosis, care providers often go the distance for their patients.

In fact, the staff at Mission Healthcare Foundation are often asked how patients can thank these doctors, nurses, therapists, technicians, chaplains, admissions staff, volunteers and others. A gift to the hospital in recognition of a caregiver is a great honor for the staff, and the gifts are frequently used to send hospital staff to national educational conferences that help maintain the latest treatments and care at Mission.

Mission Healthcare Foundation has created the *Gifts of Gratitude* program to give patients and their families a simple way to show appreciation for compassionate care and to enhance the medical care of our future patients.

For more information on how to acknowledge the care you or a family member has received, please visit [missionhealthcarefoundation.org/gratitude](http://missionhealthcarefoundation.org/gratitude) or call the Foundation at 213-1020.

## Comfort Comes in Many Forms for Mother-Daughter Pair

Mothers and daughters often have a strong, irreplaceable bond. That is certainly true with Carol McIlwain and her daughter, Amy. When Carol had a heart attack in August, Amy and the rest of their family were all extremely concerned about Carol's well-being.

Not only did Carol survive her heart attack; she and her daughter were so appreciative of the care she received at Mission that they sought out Mission Healthcare Foundation for a way to say

thanks. Amy made a *Gift of Gratitude* in her mother's honor to thank the Heart Unit and the MAMA flight nurses. Both she and her mother have also shared their appreciation in writing. This mother-daughter pair share a gift with words, as you will see from the way both shed light on the nuances that can make a patient and a family member feel so much better.

With the McIlwains' permission, *Inspiration* shares both letters with you here.

Since her heart attack, Carol is especially grateful for each day that she and her daughter, Amy, are able to spend together.



Mission Hospitals  
Asheville, NC 28803

9/1/2007

Dear Friends:

I would like to publicly acknowledge the wonderful treatment I received at the Owen Heart Tower at Mission Hospitals after an unexpected stay there. A first-time heart attack is a frightening experience and I was relieved to find myself at Mission Hospitals the night of August 15, 2007. I immediately felt a sense of relief as highly skilled and professional doctors, nurses, and attendants began my evaluation and recovery process. Never once while at Mission Hospitals did I feel otherwise. Each person I encountered had the right mix of competence, compassion, knowledge and concern to ease my anxious mind.

Many stand out as above-and-beyond responders to my needs, especially while I was stabilizing in the ICU unit. The nurses there went out of their way to comfort me and members of my family. After they determined my personality, we had a great deal of fun kidding each other and making a normally unpleasant situation a most pleasant one.

I am only one person. Daily, the Mission heart trauma unit must administer to many more people. They clearly make the difference in each person's recovery; the healing begins for each patient with their "Mission Hospitals" hearts.

Sincerely,

Carol A. McIlwain  
Mission Hospitals Recovering Heart Attack Patient

Dear Mission Foundation,

9/11/2007

I want to make a gift to thank the hospital for caring for my mother during her recent visit to Mission for a heart attack she suffered in August. Please allow me to explain why. I felt like a piece of my childhood, my soul, was taken away when I first saw my mother lying on that hospital bed in such a frail state. It became a reversed role that my brothers and I now would take care of her. My mom to me is a strong and active woman who loves to hike, plant flowers, garden, sew, cook and travel. It was heartbreaking, to say the least, to see her there. I am proud of her, most definitely, because she educated herself enough to recognize the threats and signs of aging. If she had not done so, she might not be alive today. I thank the medical community for making an effort to educate folks on signs of heart attack, strokes and other things like that.

While in the ICU, I noticed instantly how responsive and kind the staff were. Her cardiologist was especially communicative. Probably what stood out the most is the wonderful humor and attitude the staff had. They simply responded however best to make you feel most comfortable. It was great—if you laughed, they laughed; if you felt bad, they comforted you; if you had questions, they provided clear answers. It really provided credence and credibility to the competence of the hospital. A very impressive experience for Mom, myself and Dad.

Overall, the experience has touched and changed our lives. We sincerely feel blessed to have Mission Hospitals right at our back doors.

Thank you.

Amy McIlwain

## Don't Miss Out On This!

If you are age 70½ or older and have an individual retirement account, new legislation may motivate you to support the charitable causes you believe in. The Pension Protection Act of 2006 has opened a window of opportunity to make a direct transfer, free of taxes, from your IRA to an eligible charitable organization. Many individuals have found that they are at an age where they are required to take a distribution from their IRA. This new federal ruling allows individuals to make a gift from their IRA to Mission Healthcare Foundation or other qualifying charitable organizations. While you will not pay federal income tax on the amount you transfer, you also cannot claim a charitable deduction.

### You may contribute funds in this way if:

- You are 70½ or older.
- The gifts total \$100,000 or less.
- You make the gifts on or before December 31, 2007.
- You transfer funds directly from an IRA or Rollover IRA.
- You transfer the gifts outright to one or more public charities. (This excludes gifts made to charitable trusts, donor advised funds and supporting organizations.)

Be sure to contact your tax professionals and your IRA custodian if you are considering a gift under this new law. Our planned giving staff is available to provide you with more details about this opportunity.

Call the Foundation at 213-1020 for more information.

## Golf Tournament Supports Breast Program at Mission

June 12 marked the inaugural "In Good Company" (IGC) Charity Golf Classic, an all-women golf tournament held at Walnut Cove. The tournament was a huge success as 102 players and a throng of sponsors united to support the Mission Breast Program, raising approximately \$11,500 for the Mission Breast Endowment. Equally important is the number of new friends who came out to support the cause. The 26 teams who participated that day represented new friends, old friends and breast cancer survivors. Our hope is that this is the beginning of some important friendships for the Foundation, as well as the start of a long-running tradition for the IGC Classic.

"It was so amazing to see the support for breast cancer in this community and the many folks who wanted to be on board to help Mission's Breast Program," said Kay Finger, Co-Chair of the IGC Golf Classic Planning Committee. "We look forward to next year's event."



Top: IGC committee member Ann Brandis, far right, and her team, Cindy Camille, Ann Weidie and Kristi Carriker, wore matching pink and black golf outfits. Bottom: Golf carts were "dressed" with pink ribbon flags and pink golf towels.

## Mission's Breast Program to Offer Mammograms with Grant Funds

By Michelle Rabell

The Mission Hospitals Breast Program has been awarded a \$166,000 grant by the Kate B. Reynolds Charitable Trust to support breast screening and education program for underserved women. Karen Grogan, RN, Director of Mission Oncology Services, reports that the goal is to reach 300 women per year who are not able to receive this service on their own. The program will begin in October.

"This will specifically cover the cost of a mammogram for women who are faced with a gap in coverage and who qualify for the Breast and Cervical Cancer Control Program (BCCCP)," said Grogan. "A very important aspect of our approach is that we will be encouraging women to join with other women in their neighborhoods to come to 'Ladies Night Out.' The program will bring low-income women to the Asheville Breast Center at Asheville Imaging Center for no-cost mammograms, clinical breast exams and women's health education."

According to Grogan, The Breast Program will be working with several community partners to establish the program. The Buncombe County Health Department will identify women who qualify, and provide general health exams, breast exams and health education. Child care will be available at rotating community centers and the YWCA. Mission Hospitals will provide transportation from the community centers to Asheville Imaging and The Breast Program. Asheville Imaging will provide mammography. Volunteers from Asheville Buncombe Institute of Parity Achievement (ABIPA) and Parity Achievement and Community Empowerment (PACE) will be on site to help teach breast self-exam and help women complete their paper work. These groups will also promote the concept in minority and African American communities. The Department of Social Services will help women learn about other services.

The Mission Breast Program, primarily underwritten by gifts and grants to the Mission Foundation, has provided support services for more than 1,000 women facing a breast cancer diagnosis since its inception in the fall of 2003. These services include education and support from the time a woman hears that she needs a breast biopsy, through diagnosis, treatment and recovery. These services are provided *at no cost* to any woman who has diagnostic or treatment services at Mission or whose physician is on staff at Mission.

The Kate B. Reynolds Charitable Trust was created in 1947 by the will of Mrs. William N. Reynolds of Winston-Salem. About 75 percent of the Trust's grants are designated for use in health-related programs and services across North Carolina and one-fourth for the poor and needy of Winston-Salem and Forsyth County.

For more information, please visit [www.missionbreastprogram.org](http://www.missionbreastprogram.org) and [www.kbr.org](http://www.kbr.org).

## Kohl's Department Stores Continue Sponsorship of Mission's Furriest Care Providers

Warm noses and soft paws continue to help our kids at Mission Children's Hospital through Kohl's support of our pet therapy program, Paws With A Purpose. In fact, volunteers, pups and patients recently gathered at the Reuter Children's Outpatient Building on September 12 to celebrate Kohl's renewed grant of \$14,127.67 for the 2007-2008 fiscal year.

The Kohl's Paws With A Purpose team is composed of 51 dogs who have been carefully screened and tested for their unflappable temperaments and good behavior. Together with their human partners, the pets provide invaluable treatment for children by reducing the stress of hospitalization. On doctor's orders, the pet therapy dogs make regularly scheduled visits throughout the Mission Children's Hospital's pediatric units.

Over the last two years, Kohl's has donated more than \$27,590 to Mission Children's Hospital through the Kohl's Cares for Kids program. Kohl's introduced the Kohl's Cares for Kids program to reinforce its commitment to the communities it serves and to promote children's health and educational opportunities.

To the right is a testimonial and true story that speaks directly to the impact this program has on sick children. Please read and enjoy, and we hope it will uplift your spirits and reminded you of the value of the programs that your charitable gifts benefit!

For more information, please visit [www.kohls.com](http://www.kohls.com), [www.pawswithapurpose.org](http://www.pawswithapurpose.org), and [www.missionchildrenshospital.org](http://www.missionchildrenshospital.org).



Jacob Harwood visits with Kohl's Paws With a Purpose volunteer team Melanie Lovelace and her pup, Luther.

## Rise Up and Walk

Norma Palmer, volunteer and President of Paws With a Purpose, recounts one of her favorite stories.

We had a young patient who had been in the hospital for a very long time. The weekly dog visits were always a highlight for the patient and his family. The patient sat up for the first time in order to get closer to the dog and had performed numerous other tasks for the first time for the dogs.

In order to be discharged, the doctors needed the patient to walk. All the attempts so far had failed. The patient just refused to walk. The staff said in jest, "If you can get that one on his feet, it will be a miracle."

I scheduled him for the last visit of the day and explained that the dog had been lying around on beds and was in desperate need of exercise. Would he be willing to walk the dog a little bit so she would feel better? He thought about it for a while as he played with the dog. I asked him again and he responded with, "How far?" I told him to the door would be a great help. He thought about it some more and reluctantly said, "OK."

A shocked mother and nurse helped him up and we slowly headed for the door. At the door, he hesitated and I told him there was a play room two doors down if that sounded doable. We made it to the playroom, where we rested for a while and then headed back to his room.

After witnessing the walk, the doctor asked me how often the dogs came to visit. I told him and we made arrangements for a dog to visit and go for a walk on a regular basis.

The patient was discharged within a week.

## Dr. Huff, Dr. Mims, Kohatsu-Reese Family Attend N.A.C.H. Event

Dr. Olson Huff and Dr. Susan Mims accompanied the Fairview, NC-based Kohatsu-Reese family to Washington, D.C., on June 19 and 20 for the National Association of Children's Hospitals (N.A.C.H.) 2007 Family Advocacy Day event to urge lawmakers to reauthorize the State Children's Health Insurance Program (SCHIP).

Keith Kohatsu and Cynthia Reese are passionate advocates for children's health issues, and Cynthia is President of the Western North Carolina Down Syndrome Alliance. The couple's three children were each born with medical conditions and have been patients at Mission Children's Hospital.

Advocates like the Kohatsu-Reese family certainly make an impact. The U.S. House of Representatives voted September 25 to expand SCHIP funding from \$25 billion to \$60 billion over the next five years.

"The long-term effects of this increased funding on our next generation will be incredible, and these tax dollars are very well-spent," said Bruce Thorsen, President and CEO of Mission Healthcare Foundation.



Dr. Olson Huff (left), Dr. Susan Mims (right) and the Kohatsu-Reese family at the N.A.C.H.'s 2007 Family Advocacy Day event.

## Families Linked in Philanthropy

The Foundation hosted a reception on August 25 in memory of Buddy Patton to honor the Patton family for their longstanding support of cancer services at Mission Hospitals. Marilyn Patton has a long tenure as a board trustee for the Mission Healthcare Foundation. She served as a trustee for the St. Joseph's Foundation prior to the merge of the two hospitals. She has also served as a hospital volunteer since 1956 with over 20,000 hours of service.

In addition to giving so generously of her time, Marilyn and her late husband Buddy, sister Barbara Blomberg, son Harry Patton and daughter Pat Grimes are all donors to the hospital, providing significant financial support for cancer services specifically through the Foundation's annual Chakales Memorial Golf Tournament. The tournament started in 1990 and was named in honor and memory of John Chakales, who died after a long bout with cancer.

Buddy Patton was instrumental in bringing on board the family's auto dealership, Harry's on the Hill, as the presenting sponsor of the tournament in 1999. Harry Patton participates on the tournament Planning Committee and plays in the event each year.

After Buddy lost his battle with cancer, it seemed fitting to rename the tournament the Chakales Patton Memorial Golf Tournament in honor of two of Asheville's true gentlemen, John Chakales and Buddy Patton. Mary Chakales, John's widow, said of the new tournament name, "I never imagined the Chakales Tournament would still be going strong some 17 years after John's passing. I am honored to share the name of this great tournament with the Patton family and look forward to another 17 years of raising the resources to support people diagnosed with cancer."



Marilyn Patton with her grandson, little Harry Jr.

For more information, please visit [www.missionhospitals.org/cancer.htm](http://www.missionhospitals.org/cancer.htm).



Members of the Patton Family accept a special award during the reception held in their honor.

Candy Shivers, who serves on both the Mission Hospitals Board of Directors as well as the Foundation Board of Trustees, led the program for the evening and said, "The Patton/Blomberg families have done so much to support our healthcare system. It is an honor for me to be able to recognize them and to be a part of the re-christening of the Chakales Patton Memorial Golf Tournament."

## Golfers Hit the Links for Cancer

The Cliffs Valley Golf Course was the setting for the 17th annual Chakales Memorial Golf Tournament. More than 150 golfers and volunteers turned out for a warm but rewarding day of golf. The net proceeds totaled \$100,000 to benefit Mission Hospitals' cancer services. Since the tournament started in 1990, over \$1.1 million has been raised.

Few charities can boast having so successful an event for so many years. Chris Young, Chakales Golf Committee Chair, attributes the longevity and success of the tournament to two key elements: family and passionate golf committee members.

"I joke with Mary Chakales that the hugs she has for the golfers keeps us coming back each year," said Young. "But it's true; she makes everyone feel like you are part of her family. More importantly, I know that each of us on the golf committee has been touched in some way by cancer. We have fun with golf, but we are focused on what we can do to improve the lives of people living with cancer."

Karen Grogan, Director of Mission's Oncology Services, echoed Chris's sentiments. "People are living a better quality of life with cancer thanks to dramatic advances in cancer treatment since John Chakales was a patient. The funds from the Chakales Tournament help Mission stay current with new treatments and technology."

This year's tournament culminated with the unveiling of a new name for the 2008 tournament—Chakales Patton Memorial Golf Tournament—in honor of long-time tournament supporter and Chakales family friend Buddy Patton.

Other highlights from this year's Chakales Tournament included a chance to win a 2007 Cadillac donated by Harry's on the Hill; Titleist wedges, drivers and golf bags for tournament winners; Foot Joy golf shoes for all participants; a great lunch provided by Pat Dillingham and Jersey Mike's; and the award ceremony feast put on by Tommy Tsiros and Pomodoros Greek and Italian Buffet. Thanks to all of our sponsors, players and volunteers for making this event such a success!

Mary Chakales and Harry Patton proudly unveil the new logo for the Chakales Patton Memorial Golf Tournament.



## Chakales Patton Golf Committee

Chris Young, <i>Chair</i>	David Hammett
Mary Chakales	Jim Miller
Dan Coker	Harry Patton
John Ellis	John Ruhl
Leon Elliston, MD	Bill Vlahoulis
Bill Gatewood	Steve Young
Tom Hallmark	

## Kudos! Mission's Excellent Standard of Care Recognized with Endocrinology Ranking

U.S. News & World Report recently named Mission Hospitals one of the top 50 hospitals in the nation for endocrinology in its annual issue on America's best hospitals, which was published in July.

"Diabetes is a significant health issue in our region, which is why Mission has pioneered ways for this chronic disease to be better managed," said Joseph F. Damore, President and CEO of Mission. "[While] the award is one more indication of the outstanding talent we have here in Asheville... for our physicians and staff, the real reward comes in seeing people become healthier."

Donations to Mission Foundation go directly toward improving patient care through improved equipment and facilities, as well as implementation of new programs. Charitable gifts also allow for continuing education so that staff can apply the latest knowledge. Thanks to all of the individuals and organizations across the state and country who help make these things possible; it is exciting to see your donated dollars at work!

## How Mission Healthcare Foundation, Inc., Protects Your Privacy

Mission Healthcare Foundation, Inc., respects the confidentiality of the personal information you provide. We may use certain information (name, address, contact numbers, dates of service, insurance status, age or gender) to contact you in the future to

raise money for Mission Healthcare Foundation, Inc. The money raised will be used to expand and improve the services and programs Mission Health & Hospitals provides to you and the community. The only time Mission Healthcare Foundation, Inc., would disclose this information to a third party would be if we were required to by law or court order.

## Opt-Out Clause

Please write to us if you wish to have your name removed from the list to receive fundraising requests supporting Mission Healthcare Foundation, Inc., in the future.

## Send a complimentary issue of Inspiration

Call 828-213-1020 or 888-382-5511.



## MISSION HEALTHCARE FOUNDATION

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## Children's Hospital Part of a New National Alliance — *continued*

toll of accidental injuries,” said Dr. Mims, when asked why Together for Kids is so important. Dr. Mims pointed to a host of troubling statistics that demonstrate the need to focus more resources on children's health.

“Since the 1980s, the percentage of overweight children has jumped from 6 percent to 17 percent, the number of children with asthma has doubled, and the number of uninsured children has risen to more than 11 percent of all kids,” noted Dr. Mims.

“Mission Children's Hospital is the sole source of specialized medical care for Western North Carolina's children,” said Thorsen. “Many people in this region have been asking for a way to financially support its work and to expand its programs. Together for Kids gives them a way to do it. Across the region you will soon be seeing the Together for Kids logo tied into such programs as ‘Mission Mondays’ where area businesses and restaurants give part of their Monday sales as a gift to Mission Children's Hospital. Together for Kids lets every one of us be part of making Mission Children's Hospital a quality and compassionate place for all our children.”

### The Program's Rollout

Mission Children's Hospital looks forward to Together for Kids' first annual national fundraising campaign, Come Out to Play!—a month-long series of events scheduled for April 2008 to raise funds for hospitalized children and to encourage kids and families to take part in active play that's healthy and safe.

For more information on Together for Kids, please visit [www.togetherforkids.org](http://www.togetherforkids.org).

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