Mission

Baptist Health Foundation, Inc., supports the health system’s mission through philanthropy and stewardship of gifts that enable Baptist Health hospitals — Baptist Medical Center Jacksonville, Baptist Beaches, Baptist Nassau, Baptist South and Wolfson Children’s Hospital — to continually serve patients and their families and other community health care needs.
Welcome to Baptist Health’s public phase of our campaign, which we have named Securing Tomorrow Together. For the first time in our 60-year history, we are inviting your support of a fund drive that involves our entire, comprehensive health system which serves patients at every stage of life.

As you will read in this issue of Faces of Philanthropy, Securing Tomorrow Together is an unprecedented opportunity to join together to shape the future of health care in our region. As the only locally owned and governed health system in Northeast Florida, Baptist Health has a unique responsibility to anticipate the health needs of the communities we serve and respond to those needs with high-quality, accessible and cost-efficient care.

Embarking on a comprehensive campaign spanning almost six years is a monumental effort that is being supported by the Baptist Health Foundation along with the Baptist Health System Board and key volunteers. The goals are challenging because the needs are great, and we can only meet them through private support. Your involvement as a donor to the campaign is extremely important.

Please accept my invitation to be part of this campaign by supporting an area that is meaningful to you. Every gift, no matter at what level, will make a difference — not only now, but for generations to come.

Thank you for your support of Baptist Health and for helping us change health care for good.

Sincerely,

A. Hugh Greene, FACHE
President and Chief Executive Officer

A. Hugh Greene, FACHE
President & Chief Executive Officer
In 2013, Hugh Greene and Robert Hill invited me to Hugh’s office. I was not sure what this was all about, but I knew they were going to ask me to do something for Baptist Health. My instincts were correct, but I had no idea that they were going to propose that I chair Securing Tomorrow Together. After careful consideration and talking with my wife, Kimberly, I wholeheartedly accepted this volunteer role because Baptist means so much to me, my family and many of my friends. You see, we are grateful patients ourselves.

During the past two years, a great deal of preparation has occurred to get ready for the public announcement. We have built a team of seasoned professionals, recruited a number of volunteers to share their circles of influence throughout Northeast Florida and thoughtfully compiled a list of strategic priorities. Coordinating such a comprehensive effort has been a labor of love for all of us involved, lay leaders and professional staff. You can be sure we have been diligent to launch this campaign in a manner befitting our highly respected organization and its talented team.

As campaign chair, I want to invite you to consider supporting Securing Tomorrow Together. Your generosity, coupled with that of thousands of others, will truly have an impact on what we can accomplish. The more our community gives, the stronger our five hospitals and health system will be. As the only faith-based, locally governed health system in our area, we benefit as Baptist Health continues to “change health care for good.”

Thank you for your friendship and commitment to Baptist Health. We are all part of a wonderful organization whose goal is to provide the best in patient care. Together, with you, we will ensure that communities throughout our region always have access to high-quality, compassionate health care.

Sincerely,

Richard L. Sisisky
Campaign Chair
We arrived in Jacksonville 22 years ago on the coat tails of an NFL franchise. We and the team were welcomed with open arms and open hearts. Because we arrived with the team, it was important that we prove ourselves as a family that would join hands with the community to help make our new hometown the best it could be. Much has been accomplished but much still needs to be done, and we are pleased to be a part of the effort. We are proud to call Jacksonville and Northeast Florida our home.

Baptist Health was one of the first corporate partnerships we established through the Jaguars. Over the years, the partnership developed into something more. We believe in their mission and leadership. We see the importance of their work, for children and people of all ages throughout the community. That inspired us to give, and that led us to where we are today, and to our role as honorary chairs of this campaign.

For us, a gift to Baptist Health is a gift to you — the great people throughout this community who have made us feel at home here. Our participation in this campaign is an expression of gratitude. It’s also an invitation. Please join us in supporting the future of health care in Northeast Florida. Your gift to Baptist Health will benefit your loved ones, friends and thousands of children and families who help make this community a special place to live.

Thank you.

Sincerely,

Delores Barr and J. Wayne Weaver
Honorary Campaign Co-Chairs

Delores Barr and J. Wayne Weaver
It’s Not About the Numbers

Fundraising campaigns are often deemed successful when they reach their goal. Ultimately it’s not about the final tally, but about what the dollars we raise will do now and in the future. It’s about the endowment to fund a child life coordinator at Wolfson Children’s Hospital. It’s the continuing education for advanced cardiac nursing training. It’s the purchase of lifesaving surgical equipment. It’s providing essential funding for charity care. Securing Tomorrow Together is the catalyst to raise much-needed private support which helps Baptist Health fulfill its promise of changing health care for good.

Setting the Campaign Goals

This chart illustrates the goals for the five hospitals and a separate category for systemwide needs. The dollar amounts vary for a number of reasons including size of hospital, patient demographics, strategic needs and fundraising history. Baptist Health CEO Hugh Greene and each hospital president developed a list of strategic priorities to expand and enhance health care for each hospital. After an 18-month process, the needs were finalized and written in the form of a case statement. With the public announcement of the campaign, the health system leadership along with volunteer leaders are seeking philanthropic dollars to fund their strategic priorities.

Endowments, Programs and Capital

When the list of strategic priorities was finalized, the $100 million goal was separated into three “buckets” that we plan to fill over the life of the campaign. The chart at left defines each.

- Capital (18%) includes building and renovation projects and equipment.
- Programs (21%) include areas in need of support for a variety of activities such as charity care, behavioral health, geriatrics, pastoral care, continuing education and much more.
- Endowments (61%) support needs in all service lines, programs and even long-term maintenance of equipment.
Endowment Matching Gift Program

In 2013, Baptist Health implemented a matching gift program as a strategy to help build the endowment. As you read in Richard Sisisky’s letter on page 4, Securing Tomorrow Together is about creating sustainability for the future. Endowment gifts are never spent. Only the investment income is used which is a five percent annual spending rate with no administrative fees. How the program works is illustrated below.

One last point, to answer a question some have asked, “Why is Baptist Health matching my gift?” The answer is: Baptist Health made a strategic decision to invest in its future by leveraging private giving with operating capital. This is no different than using capital funds to build a hospital or some other facility. The goal is to provide sustainability in whatever it does to be the best in health care.

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Gift Amount | Match %
--- | ---
$25,000 – $999,999 | 100%
$1,000,000 – $1,999,999 | 125%
$2,000,000 – $5,000,000 | 150%

*Gifts at any time and at any level can be added to existing endowments and receive matching funds.

“Private support is an integral piece of Baptist Health’s plan to help those whose lives have been interrupted by illness or injury. We are grateful to the hundreds of volunteers and thousands of donors who participate in this effort.”

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Pierre N. Allaire, PhD
Vice President, Chief Development Officer

Faces of Philanthropy 7
60 years of Baptist Health

1955
Baptist Memorial Hospital opens with 125 beds, including 35 beds in Wolfson Memorial Children’s Hospital, and 101 physicians on staff.

1971
Wolfson Memorial Children’s Hospital opens the first neonatal intensive care unit in Jacksonville.

1977
Baptist Memorial Hospital becomes Baptist Medical Center.

1985
The region’s first primary care network, The Baptist Doctors Office Network, is established. Now known as Baptist Primary Care, it is the community’s largest primary care network, with 120 physicians and 45 offices.

1993
Wolfson Children’s Hospital opens in its new 180-bed building and is the only freestanding children’s hospital between Orlando and Atlanta.

1994
First Coast Medical Center in Jacksonville Beach is purchased and becomes Baptist Medical Center Beaches. Nassau General Hospital (formerly Humphreys Memorial Hospital) in Fernandina Beach is purchased and becomes Baptist Medical Center Nassau.

1995
Margaret and Robert Hill Breast Center opens. It is the region’s largest dedicated breast cancer and is a 2015 winner of the Women’s Choice Award, which recognizes America’s best breast centers.

2005
Baptist Health opens the region’s first hospital for cardiac patients, Baptist Heart Hospital, and Jacksonville’s first fully digital hospital, Baptist Medical Center South.

2010
Baptist Clay Medical Campus opens to give residents of Clay County enhanced access to emergency services, specialists, imaging services and pediatric care.

2011
AgeWell Center for Senior Health becomes operational and Weaver Tower opens.

2013
MD Anderson, the number one cancer program in America, partners with Baptist Health to create Baptist MD Anderson Cancer Center, bringing patients in the Southeast the same advanced technologies, multidisciplinary approach to cancer care and leading-edge treatments that are available in Houston, Texas.

2015
Baptist Health encompasses five nationally accredited hospitals, including the region’s only children’s hospital, and 9,429 employees, whose work last year included responding to 249,096 emergency room visits, serving 52,977 inpatients, performing 42,783 surgeries and delivering 6,736 babies. On a typical day, 672 patients receive care in our hospitals, and 47 babies receive care every day in our newborn intensive care unit.
1985
Baptist Health establishes The Foundation for Healthcare, Inc., to advance charitable giving for the health system’s mission. It is renamed Baptist Health Foundation in 1992.

1989
A group of physicians establishes the Baptist Health Professional Scholarship Fund, to help people pursue nursing and other health care careers with workforce shortages. The doctors also establish The Classic, an annual golf tournament, to help fund the scholarship program. Today, volunteers run the tournament, which raises more than $300,000 each year.

1990
The first major fundraising campaign begins for a new building for Wolfson Children’s Hospital and raises $23 million for the hospital, which opens in 1993 as a 180-bed freestanding hospital.
The hospital name recognizes the continuing philanthropy of the Wolfson family.

1991
Baptist Outpatient Center, which is now the Baptist MD Anderson Cancer Center and includes the Williams Treatment Center and Hill Breast Center, is completed and opens with significant gifts of land and other donations.

2002
Expanding our Circle of Care campaign begins and raises $34 million over five years to fund strategic priorities throughout the health system.

2004
A gift from The Lucy Gooding Charitable Foundation Trust establishes the region’s first pediatric neurosurgery center. The trust’s support has continued for the past 10 years. It now totals more than $13 million and has provided the community with a nationally recognized pediatric neurosurgery center and research programs.

2012
Baptist Health names its new 11-story patient tower in honor of J. Wayne and Delores Barr Weaver for their $10 million gift for pediatric and adolescent behavioral health programs.

2013
The Matching Endowment Gift Program is introduced, resulting in a 65 percent increase in new endowments.

2015
The public phase begins for Securing Tomorrow Together, Baptist Health’s first comprehensive campaign with the goal of raising $100 million.
Turning Loss Into a Better Tomorrow for Children’s Neurosciences

The naming gift for Wolfson Children’s Hospital’s new Neuroscience Institute is more than just an act of remarkable philanthropy. It’s the latest chapter — and an inspiring legacy — in the 34-year relationship that Michelle Stys enjoyed with her late husband, Walter, before he passed away in 2013.

That relationship began rather inauspiciously, Michelle says, with a laugh. “He asked me to dinner, and he just didn’t seem like my type at all,” she says. “I told him, ‘I’m really not interested, ok?’ But he asked me a couple more times, and a friend of mine suggested I go to dinner with him just once. I’m so glad I did. He was so funny and charming. We were inseparable from that moment on.”

As he demonstrated in his pursuit of Michelle, persistence was one of Walter’s trademarks. It served him well in his business endeavors, which included running an electronics company in South Florida; founding a brokerage firm in Jacksonville in the 1980s; and
then, after 1987’s infamous “Black Monday,” becoming the CEO of a relatively unknown fireplace company and turning it into an international leader. But something else consistently tugged at Walter even though his career kept him busy — a wound from his past that inspired a passion for children’s health care.

“He had a daughter from a previous marriage who was born with a devastating neurological condition,” Michelle says. “She struggled from the moment she was born and passed away when she was two years old. He never forgot about her, and he became a supporter of children’s medical care as a result.”

The couple began supporting Wolfson Children’s Hospital nearly two decades ago when they decided to leave their entire estate to the children’s hospital. “We both love the children’s hospital, and giving children access to high-quality health care was especially important to Walter because of his daughter’s condition,” Michelle says.

The couple’s gift will establish endowments that will provide permanent, annual support for the Neuroscience Institute and programs that serve medically fragile babies and children with complex medical conditions. “Walter and Michelle’s gift is transformational, in terms of what it means for children in our region who have very challenging medical conditions,” says Wolfson Children’s Hospital President Michael Aubin. “It’s rare for a community of our size to have such advanced programs in pediatric neuroscience and related specialties. Their gift ensures these programs will remain strong and serve future generations of children in our community.”

The naming gift is a bit uncharacteristic for the couple, who liked “to stay under the radar” with their philanthropy, Michelle says. But she also knows that Walter would be proud to have their names adorning the entrance to the Walter and Michelle Stys Neuroscience Institute, which is on the fifth floor of Weaver Tower. “I feel very fortunate we were able to do this,” Michelle says. “I know Walter would have loved the recognition, and it’s helped me, too. I miss him terribly, and it feels wonderful to honor him this way.”
A short walk is all it takes for Baptist Medical Center Beaches Hospital President Joe Mitrick to see the lifesaving impact of Baptist Health’s comprehensive campaign. With significant support from several campaign donors, the hospital is renovating its emergency department, which is less than 100 yards from Mr. Mitrick’s office. The renovation will finish before the end of the campaign, and the redesign will help the center deliver faster care and make it more comfortable for patients, especially the elderly.

“The emergency department renovation has tremendous impact because it serves people of all ages throughout the Beaches area,” Mr. Mitrick says. “Our donors recognize that, and their gifts make a wonderful statement about their investment in our hospital and concern for the community.”

Baptist Beaches has received more than $500,000 in gifts for the emergency center, including donations from Swisher International, Inc., whose CEO, Peter Ghiloni, is a Beaches resident, member of the hospital’s board and long-time donor; the PGA TOUR, which is headquartered in Ponte Vedra and supports Baptist Health in a multitude of ways; and Emergency Resources Group, whose physicians staff all of the Baptist Health’s emergency centers.

Campaign gifts are also introducing unique services. Riverside Hospital Foundation’s gift is funding staff training to help the hospital create the first inpatient unit at Baptist Health that is dedicated to serving frail geriatric patients. Hardik Shah, MD, a board-certified geriatrician, is the medical director of the unit, which is an important component of the AgeWell Center for Senior Health.

G. Thomas and Deborah Frankland’s gift is supporting the project also, as part of their desire to expand AgeWell’s services in the Beaches communities.
The Franklands have also joined with Terrence and Ann Mohr to support the hospital’s stroke center. The only certified stroke center in Duval County east of the Intracoastal Waterway, the center is equipped to rapidly diagnose and treat stroke victims with clot-busting drugs and other advanced treatments that prevent death or reduce the likelihood of disability after a stroke.

For Mr. Mitrick and Jason Simpson, director of development at Baptist Beaches, these gifts — and the campaign’s public phase — are the catalysts for reaching the hospital’s $10 million campaign goal, which includes the following priorities:

- New, expanded operating suites.
- Upgrades for the hospital’s birthing center/labor and delivery suites.
- Enhanced geriatric care services, including senior-friendly emergency rooms.
- Enhanced critical care services.
- Equipment upgrades and other capital support for the stroke center.
- Endowments and other support for Pastoral Care and the Care Coordination Program at the Wilson Cancer Center.

“We have a tremendous opportunity with the campaign to transform our hospital and bring our services to a new level for the community,” Mr. Mitrick says. “We have a committed group of donors, volunteers and staff, and that’s a terrific foundation for success.”
As president of Baptist Medical Center Jacksonville, Baptist Health’s largest hospital, Michael Mayo always has one foot at the edge of tomorrow, amid new, lifesaving technologies, and his other foot planted firmly in the health system’s tradition of compassionate, community-focused care. And that’s why the comprehensive campaign is so important to him.

“We have amazing medical technologies and health expertise, but those are tools for a higher calling, which is to give every patient highly personalized care during especially vulnerable moments in their lives,” Mr. Mayo says. “The campaign is securing our future ability to heal the community, and it’s inspiring to witness our donors responding with such generosity.”

M.C. “Ceree” Harden III, through the Harden and Associates Foundation, has built upon the Harden family’s extensive legacy at Baptist Health in multiple ways during the campaign. They established the M.C. Harden Jr. Cardiology Endowment, which supports education, research and advancements in the treatment of heart disease. In addition, Ceree chairs the Baptist Medical Center Jacksonville Board of Directors, as did his late father.

William W. and Eloise Gay have also chosen to support an invaluable specialty program. After a tour of the AgeWell Center for Senior Health, the Gays recognized the program’s value to our community’s aging population. Their endowment will help ensure AgeWell delivers comprehensive geriatric care for years to come.

Many donors are also contributing in unique ways to the hospital’s goal of delivering highly personalized care. Longtime Baptist Health donor Grace Andersen is combining two of her greatest passions, health care and animal welfare, with her campaign gift, which is starting a pet therapy program. The Thomas M. Kirbo and
Irene Kirbo Charitable Trust, which has supported programs at Baptist Health for women’s health, home health and children, has made an enduring gift to the team members who perhaps have the greatest role in delivering personalized care — nurses. The trust’s campaign endowment will support ongoing training for nurses and enhance their ability to deliver hope and healing to patients.

Hope and healing — for one of our community’s most vulnerable populations — is also the focus of the Jaguars Women’s Association’s campaign gift. The association is joining hands with the National Football League’s Crucial Catch program to protect uninsured/impoverished women from breast cancer. Their gift is helping Hill Breast Center provide mammography and other breast cancer services at a reduced cost to financially indigent women.

These gifts have Michael Mayo and Melanie Messer, director of development at Baptist Medical Center Jacksonville, optimistic about reaching the hospital’s $10 million fundraising goal for the campaign, which is targeting the following priorities:

- An upgrade and expansion of the hospital’s birth center.
- New equipment, research and education programs for the stroke center and neuro-oncology program.
- New equipment, training and education programs for cardiology services.
- Renovations and technology improvements for the intensive care unit, emergency center and duPont Auditorium.

“Without you, none of this would be possible,” Mr. Mayo says. “The campaign is our chance to make tremendous strides toward our vision for the hospital and community. We’re embracing the opportunity, and we are fortunate to have such a committed group of donors and friends partnering with us.”
The only hospital in Nassau County, Baptist Medical Center Nassau is almost always charged with leading any response to the health needs of its surrounding communities. But for Hospital President Stephen Lee, Baptist Nassau’s role in the county is an extraordinary opportunity, especially with the launch of the Securing Tomorrow Together campaign.

“We have a unique opportunity to make a difference in people’s lives,” Mr. Lee says. “The campaign is our chance, now, to ensure that present and future generations in Nassau County always have access to comprehensive, convenient care.”

The community has embraced that opportunity, as well. Several donors have established endowments to help ensure that Nassau County residents always have access to state-of-the-art cardiovascular care at the hospital. These donors include Al Desnoyers, whose endowment honors his late wife, Ruth; James and Barbara Graham; and Joe and Sara Edwards. All of their endowments will provide permanent, ongoing funding for education, wellness, rehabilitation and research for heart and pulmonary disease care.

Continuing education is another area in which inspiring partnerships have formed among donors. Dick Keffer and his son and daughter-in-law, Rick and Hollie Keffer, have made gifts to a continuing education endowment that Chris and Bill Bryan started with their campaign gift. The endowment has widespread impact because it funds training for Baptist Nassau team members — including non-clinical staff — which enhances the hospital’s quality of its care and operations.

“It’s been especially rewarding to contribute to the campaign in that way,” says Rick Keffer, who chairs the Baptist Nassau Board. “As a business owner myself, I
realize the value of investing in staff, and Hollie and I really enjoy partnering with our good friends, the Bryans, and my father, in such an important investment for the hospital.”

The Keffers’ multigenerational partnership with the hospital also includes other inspiring gifts. Dick recently made another campaign gift, an endowment that will help the hospital add patient rooms to the Berkman Building when the need presents itself, and the cafeteria is named for a gift he made during a previous campaign. In addition to chairing the hospital board, Rick is a long-time supporter. He and Hollie made their first gift to Baptist Nassau nearly 10 years ago.

Mr. Lee and Anne Apt, director of development at Baptist Nassau, feel confident about reaching their $3.5 million campaign goal, which includes the following priorities:

- New operating suites and a new gastroenterology lab.
- A new birth center/labor and delivery unit.
- An expansion of the imaging suite.
- An expansion of the hospital’s emergency department.
- A dedicated space for cardiac and pulmonary rehabilitation.
- An endowment for community health initiatives.
- A fund to help recruit more physician specialists to the community.

“Our sights are set high,” Mr. Lee says. “It’s exciting, and gives extra impact to every gift we receive. We’re looking forward to reaching our goal and to celebrating the campaign’s results with our community.”
The “hospital of the future” when it opened in 2005, Baptist Medical Center South was Jacksonville’s first fully digital hospital and a vital response to the population boom in south Duval/north St. Johns counties. Now, 10 years later, Hospital President Ron Robinson wants to ensure the hospital stays “ahead of the curve” and keeps pace with its thriving community.

All of which makes for ideal timing for Baptist Health’s comprehensive campaign, says Mr. Robinson, who has steered Baptist Medical Center South from the moment it opened. “We’ve had unprecedented growth during our first 10 years,” he says. “But we need to continue to grow, and the campaign is a wonderful platform for beginning our next chapter.”

That next chapter includes a potential multi-million dollar expansion for the hospital, and Board Chair Richard Myers, MD, and his family have made an important gift to help ensure it achieves its potential. New operating rooms are a focus of the expansion, and the Myers Family Endowment will support the training of gynecologic surgical nurses and technicians, who will staff those operating rooms.

Board Member Arthur (Chip) Skinner Jr. has also stepped forward with leadership support. His campaign endowment will provide annual funding, in perpetuity, to help support the hospital’s operations. His gift continues his support for the hospital’s growth, which includes a previous gift to help expand the emergency department.

As the hospital expands, it must also retain its holistic environment, which is one of its hallmarks. Jack Faulkner is helping achieve that goal with his gift, an endowment in honor of his late wife, Mary Virginia Faulkner, for pastoral care services.
Baptist Health’s recent announcement of its plans to add a 100-bed hospital to the Baptist Clay Medical Campus makes Securing Tomorrow Together a perfect opportunity to ensure comprehensive programs greet the hospital when it arrives. Opened in 2013, Baptist Clay provides convenient access to pediatric specialists, emergency care for children and adults, imaging and other services. Every day it serves about 60 patients, 40 percent of whom are children.

The campaign will help it expand by securing funding for the following priorities:

• A new outpatient surgery facility.
• Capital projects throughout the campus.
• Pediatric rehabilitation services from Wolfson Children’s Hospital.
• An endowment for the care of indigent patients.

“It’s a pivotal time for the hospital, and that’s reflected in our array of campaign priorities,” Mr. Robinson says. “I’m encouraged by our donors’ response thus far because it shows they appreciate all of the components of quality patient care in the 21st century.”

Mr. Robinson, Faith Hall, director of development, and members of the hospital’s Development Council are working with physicians, patients, corporations, foundations and other philanthropists to achieve the hospital’s $2.5 million goal for the campaign, which includes the following priorities:

• Perioperative expansion and renovations, including a hybrid suite for spinal surgeries.
• Expansion of the emergency department with additional treatment areas and nursing stations to improve throughput and meet the community’s growing needs.
• New imaging equipment that is faster and more comfortable for patients.
• State-of-the-art classrooms for clinical education and training.
• Endowments for pastoral care and financially indigent patients.

“BAPTIST CLAY MEDICAL CAMPUS

Establishing Comprehensive Care in Clay County

Darin Roark, BSN, MBH, RN
Administrator

Faces of Philanthropy 19
Securing Tomorrow Together has unique significance for Wolfson Children’s Hospital, says Hospital President Michael Aubin. “We are the region’s only children’s hospital, and the campaign is essential for our commitment to the nearly one million children who live here,” he says.

Fortunately, the campaign is also demonstrating that the hospital isn’t alone in that commitment. “We have wonderful community partners and our donors’ response has been extraordinary,” Mr. Aubin says.

A good example is The Lucy Gooding Charitable Foundation Trust’s gift for a neurosurgery research center. The gift will ensure children have access to the latest brain and spinal cord treatments and helps the hospital attract top pediatric neurosurgeons.

Donors are also supporting several programs that deliver multidisciplinary, complex care. Robert and Margaret Hill established an endowment which will support adolescent and pediatric behavioral health through licensed psychologists and PhD level fellowships. The Bradbury family’s campaign endowment for developmental pediatrics will help provide psychological and behavioral therapies to children with autism spectrum disorders, Down syndrome and other lifelong conditions. The Chartrand and Frisch families are supporting a transformation of the hospital’s Birth and Newborn Center. The new center will include physical, sensory and programmatic elements that comfort families and foster the delivery of patient-and family-centered care.

Campaign gifts are also enhancing the hospital’s holistic healing environment. Hap and Brooke Stein are funding the Exploratorium, an interactive play area that educates, entertains and provides distraction for patients and families.
Hall-Halliburton Foundation is funding essential family support services, with gifts for two child life specialists and a licensed mental health counselor. The foundation has also established an endowment to help permanently fund these positions and other family support services.

These gifts, the support of J. Wayne and Delores Barr Weaver and Walter and Michelle Stys and other donations, have Mr. Aubin and Senior Director of Development Kerrie Slattery well-positioned to reach the hospital’s $55 million campaign goal, which includes the following priorities:

- Endowed chairs of pediatric medicine in cardiology, gastroenterology, oncology, endocrinology, neonatology and genetics.
- Endowed fellowships to attract promising young doctors.
- Several capital projects, including a pediatric trauma center, an ambulatory surgery center and a new “hybrid” surgical suite for cardiovascular and neurological procedures.
- Regional specialty centers and telemedicine programs.
- The Birth and Newborn Center.
- THE PLAYERS Center, the hospital’s advocacy and community outreach center.
- A system of care for children and young adults with complex medical conditions.
- The bone marrow transplant program.
- Behavioral health programs.

“It’s an ambitious list, but the campaign is a tremendous opportunity to address the needs of our region’s children for generations to come,” Mr. Aubin says.
In the past 24 months, Baptist Health has expanded its services throughout Northeast Florida and Southeast Georgia. For example, we opened a new medical campus in Clay County offering emergency room capabilities, an imaging center, medical office space and pediatric services. We are now planning to add inpatient beds in the near future. Soon after this opening, Baptist and Lyerly Neurosurgery expanded its medical staff and created the Baptist Neurological Institute. Wolfson Children’s Hospital has become a truly regional network of specialized care for children with centers in Daytona, Lake City and Tallahassee as well as Brunswick, Georgia.

One of the greatest milestones in our history is our partnership with MD Anderson Cancer Center in Houston, Texas. The new Baptist MD Anderson partnership officially became operational on October 1. For over a year, our team has been working around the clock. MD Anderson is the No. 1 cancer center in the United States and one of the world’s most respected centers for cancer care. We are proud to be only one of three partners they have in the country. The advent of Baptist MD Anderson promises to transform cancer care in our region.

Opposite this page is a list of strategic needs for the MD Anderson Cancer Center that have been identified in which philanthropy will play a major role. Our ability to fund these priorities and others in the future around cancer care will depend, in part, on the generosity of individuals, corporations and foundations. Over the next two years, Baptist Health will build a new cancer care center, hire even more fellowship-trained oncology specialists, expand services to enhance the patient experience and much more.

We all have been touched by someone with cancer. The battle against this disease requires a world committed to investing in its eradication. Please join me and support Baptist Health’s efforts to provide outstanding cancer care in our region through private support.

Sincerely,

John F. Wilbanks, FACHE
Executive Vice President & Chief Operating Officer
Recently, Baptist Health and MD Anderson Cancer Center have partnered to create Baptist MD Anderson Cancer Center, bringing a higher level of cancer care to our region. MD Anderson is recognized by U.S. News & World Report’s annual Best Hospitals Survey as the No. 1 ranked cancer hospital in America and Baptist Health is adopting their proven model of cancer treatment, care and research here in North Florida. This means cancer patients will have access to the world-renowned treatments, clinical trials, and novel research protocols offered in Houston, without leaving the greater Jacksonville community.

As part of Securing Tomorrow Together, a specific set of priorities that are in need of private support have been identified. Initially, Baptist Health is requesting private funds for the programs outlined below.

**Survivorship Program**

The Survivorship Program will help patients and their doctors understand, prevent and manage the medical and psychosocial and psychological effects of having cancer and receiving treatment. **Implementation of the Survivorship Program will require a physician, nurse practitioner, and other staff.**

**Cancer Navigation Program**

Patients need a dedicated resource to help them navigate their cancer journey, and evidence shows that patients with a cancer care coordinator rate their care higher and report fewer problems than patients without one. **This partnership will require us to expand and enhance our current Cancer Navigation Program, adding staffing and resources for the many aspects of cancer care navigation.**

**Prevention Clinic**

Prevention Clinics offer services to help people learn how to reduce their cancer risk or to help them detect cancer early, when it is most treatable. Cancer screening exams will be based on age, gender and disease risk. Risk assessment and risk reduction services will be available, as well as diagnostic evaluation services. **Support will be crucial for this program to be staffed appropriately.**

**Equipment**

Bringing advanced cancer treatment options to patients requires ongoing investment in sophisticated technologies. **Ensuring Baptist MD Anderson Cancer Center stays at the forefront in the fight against cancer will require us to be equipped to provide patients with the most technologically advanced care.**

**Genetics**

Approximately 5 to 10 percent of cancer is inherited. For individuals at increased risk due to a family history of cancer, Baptist MD Anderson will offer genetic testing and counseling. **Currently, we have one professional who provides genetic testing and counseling. With the projected growth of cancer diagnoses in our area, support will be necessary to add additional genetics professionals.**
**BAPTIST HEALTH**

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**BAPTIST MEDICAL CENTER**

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**Emeritus**

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- Preston H. Haskell
- Robert L. Rowe Jr.
- Judson S. Whorton*
- John H. Williams Jr.

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