Whenever I describe Baptist Health, I always start with one word: community. That will never change, and this issue of *Faces of Philanthropy* demonstrates why community always comes first at Baptist.

The cover story is a historic example of our community connection. Wayne and Delores Barr Weaver made their unprecedented gift to address a vital community need — improved treatment and greater awareness of behavioral health conditions in children and young adults. The Weavers allowed us to recognize their gift by naming our new patient care tower in their honor. The J. Wayne and Delores Barr Weaver Tower and its many benefits are depicted vividly in this issue. The naming is both an expression of gratitude to the Weavers for their gift and a permanent, highly visible statement of our appreciation for their extraordinary legacy of community support.

The stories that follow inspired me in so many ways because they showcase the nuance of relationships and what it means to truly serve our community.

John Anderson, Jr.’s story brought back fond memories for me. John is a former Baptist Health colleague, and I was delighted when he returned to our organization as a member of the Baptist Medical Center Beaches Board. Since joining the board, John changed his own mind about the importance of philanthropy and has become one of the hospital’s staunchest advocates.

And in the stories describing The Lucy Gooding Charitable Foundation Trust and Bruce and Judy Homeyer, I saw compelling portraits of healthcare excellence as the result of community support. They also captured an essential point. Philanthropy and community support create opportunities, and opportunities create possibilities for exceeding even our own expectations.

Finally, in Chris Bryan, I learned more about one of our health system’s most intimate relationships with a community, Nassau County. Her story also reminded me that hospitals must first and foremost be places of comfort and advocates for their communities.

As you enjoy this issue of *Faces of Philanthropy*, I hope you also see something else: Donors are part of our family at Baptist Health. We will listen to you, work with you and help you achieve your goals for our community’s health care. You are our partners in healing, and we are here for you.

Thank you for your continuing friendship and support.

Sincerely,

A. Hugh Greene, FACHE
President and CEO
Baptist Health
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Shown on the cover: J. Wayne Weaver and Delores Barr Weaver

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Jacksonville’s healthcare champions

J. Wayne and Delores Barr Weaver make a historic gift to improve treatment and awareness of behavioral health conditions.
When Delores Barr Weaver and Wayne Weaver discuss their motivation for making a $10 million endowment gift to Baptist Health that will support behavioral health programs for children and adolescents, they, quite naturally, share their hopes for the future. They also reflect on a pivotal moment in their past — one that paints an intimate picture of their approach to philanthropy and their unprecedented gift, the largest in the health system’s history.

That moment occurred more than 50 years ago, in 1957. Mrs. Weaver was a young girl when her mother, Claudia Adams Barr, passed away from cancer. At that time, cancer was a taboo subject — much like behavioral health conditions are today, Mrs. Weaver says.

“Everyone was afraid of cancer, the medical sector didn’t understand it and no one talked about it back then,” Mrs. Weaver says. “There was a real stigma associated with the disease. It was hard enough to lose my mother at such a young age, but, in addition, there was no outside support during her year-long suffering or after she lost the battle. It was very lonely and sad.”

In 1987, 30 years after her mother passed away, Mrs. Weaver was finally in a position to continue the battle. She and her husband established the Claudia Adams Barr Program in Innovative Basic Cancer Research at the Dana-Farber Cancer Institute in Boston. They started the program with a gift of $1.5 million. Two years later, they established the Boston Marathon Challenge with a $50,000 gift and a challenge to 19 runners to raise another $50,000. April 2012 marked the 23rd year of the marathon challenge, with 352 runners raising $4.5 million. To date, the challenge has raised $56 million.

The Weavers are hopeful that similar results will come from their endowment gift, which includes a challenge to do more than treat children and adolescents who have behavioral health conditions. “We want our gift to help patients who are receiving treatment,” Mr. Weaver says. “We also want it to spur advocacy, so that the community understands that behavioral health conditions are diseases — not stigmas — and they can be treated.”

Mrs. Weaver is hopeful the community will join the effort. “We invite others to join us with an endowment gift to the pediatric and adolescent behavioral health work at Baptist Health.”
Advocacy will help remove one of the biggest hurdles to effective treatment for behavioral health conditions, and it will prevent more children and their families from suffering in silence. It’s an ambitious goal, but the Weavers say they have faith — in Baptist Health and in the community.

“Baptist was one of our early strategic partners from the moment we arrived here, and it is one of the gold standards in our city, which has become one of the best healthcare centers in the Southeast,” they say. “And Jacksonville is family for us. We sensed it from the moment we arrived; we felt truly welcome here.”

The community has joined the Weavers’ lead in other philanthropic efforts, too. The Jacksonville Zoo & Gardens is a text-book example, as Mr. Weaver points out. “We gave one of the early gifts when the zoo just started its expansion,” he says. “Today, we have one of the best zoos in the country, and it’s to the community’s credit. They picked up the ball and really ran with it and supported the zoo.”

Soon, the Weavers will have a new, highly visible symbol of their hopes for the future of children and adolescents. In honor of their $10 million gift, the new patient care tower at Baptist Medical Center Jacksonville and Wolfson Children’s Hospital will be named in their honor. The name, “J. Wayne and Delores Barr Weaver Tower,” will be displayed on both the north and south sides of the building on Jacksonville’s Southbank, adjacent to one of America’s busiest highways, Interstate 95.

“We will be forever mindful of the Weavers’ generosity and their lasting impact on our city and our community,” says Hugh Greene, president and CEO, Baptist Health. “We are delighted that we can demonstrate our appreciation to them in a highly visible and permanent way with the naming of our new 11-story patient tower in their honor.”

Despite the breadth and depth of their impact on the community, the Weavers say they don’t spend a lot of time thinking about their legacy. “We are fortunate in that our children and grandchildren are healthy and doing well,” they say. “They are our legacy, and that’s the best legacy to have.”

The naming of J. Wayne and Delores Barr Weaver Tower expresses Baptist Health’s gratitude to the Weavers and gives the health system a powerful symbol of compassion.
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As impressive as it is from the outside, the 11-story, 339,404-square-foot J. Wayne and Delores Barr Weaver Tower seems to grow in stature once seen from the inside. And perhaps the reason is because the spirit that influenced its creation becomes more readily apparent.

The spirit makes itself known in both large and small ways. Local artwork throughout all of its 108 adult patient rooms. Interior themes that bring the joy and mystery of nature to children and celebrate Baptist Health’s role as a community bridge to wellness. Operating suites and related services that together form perhaps the region’s most advanced, comprehensive and convenient neuroscience center. Oncology units that ideally support patients of all ages and their families.

“...the tower is beautiful, but it is more than just an aesthetically pleasing building. Its operating suites and advanced imaging technology will bring a new degree of precision to our neuroscience center and to neurosurgery in Northeast Florida.”

Michael Mayo, President
Baptist Medical Center
Jacksonville

City Mouth (mixed media on canvas), by Shawn Meharg, is one example of local artwork on display in the J. Wayne and Delores Barr Weaver Tower.
Indeed, this is a building built for Jacksonville and its surrounding communities; for its children; for today and the future. And yet its spirit is big enough to embrace each patient differently and individually support them, their loved ones and their healthcare team.

Only 28 months ago, it was a rendering. But it is here now, with a name that is a symbol of compassion to people throughout the community, as well as many other prominent names inside that reinforce the notion that the J. Wayne and Delores Barr Weaver Tower is both of and for the community; a place of trust, confidence and caring.

And for the two people whose hospitals it supports, the tower is too large for words. But when tasked with the challenge of describing its importance, Michael Mayo and Michael Aubin, the respective presidents of Baptist Medical Center Jacksonville and Wolfson Children’s Hospital, speak in words that invoke a new future for the region’s health care.

“The tower is beautiful, but it is more than just an aesthetically pleasing building,” Mr. Mayo says. "Its operating suites and advanced imaging technology will bring a new degree of precision to our neuroscience center and to neurosurgery in Northeast Florida. Its completion also means that every adult patient on our campus will soon have a private room. These are just two of its advantages that will produce significant benefits for patients and families in our community.”

“For children and their families, the tower simply takes pediatric care in the community to the next level,” Mr. Aubin says. In supporting that assessment, he mentions all of the technological marvels the hospital will introduce, but he says integration is its key benefit.

"The tower’s addition to the existing children’s hospital means that we will now have, in one location, everything we need to provide state-of-the-art, comprehensive care to children who are battling cancer, neurological disorders, heart conditions, behavioral health concerns and many other complex diseases,” says Mr. Aubin. “And we couldn’t have built it without the millions of dollars we received from the community, so we are just tremendously grateful for the support of our donors.”
J. Wayne and Delores Barr Weaver Tower By the Numbers:

- **11** floors
- **167** total beds (108 adult and 59 pediatric)
- **339,404** square feet
- **400** construction workers
- **28** months to complete
- **$15.2 million** – donations to date for the tower
- **$200 million** – total construction cost
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Chris Bryan of Fernandina Beach lost her mother when she was only 16. Later in life, she overcame obesity, losing 70 pounds, and she is now a two-time breast cancer survivor. Along the way, she raised two daughters with her husband, Bill, taught school for many years and became a successful small business owner, despite “failing accounting in college,” as she says.

Just from reading that abbreviated record of Mrs. Bryan’s trials and tribulations — and it is a significantly shortened list — an immediate picture of perseverance emerges. But perseverance, and all of the toughness it implies, is not the first quality that comes to mind after meeting Mrs. Bryan. Instead, she radiates with joy and a genuine concern for others.
“I always say, ‘If it’s for your community, and it will make everyone’s life in the community better, how can you not do it?’” Mrs. Bryan asks.

Given her philosophy, perhaps it’s not surprising that Mrs. Bryan is, to put it mildly, no stranger to local not-for-profit organizations and philanthropy, nor is her family.

Her brother, Chipper Hall, and his wife, Holly, are long-time supporters of The Women’s Board, and J. Wayne and Delores Barr Weaver Tower has named areas in its oncology unit, day-stay waiting area and dialysis unit that honor leadership gifts from the Halls and Mrs. Bryan’s sister, Gretchen Swinson. Mrs. Bryan’s record of public service is almost too long to recount, but it includes leadership roles with the Gator Booster Club, First Coast YMCA, her church and Baptist Medical Center Nassau, where Mrs. Bryan is a board member and an intensive care unit room honors her family’s philanthropy for the hospital.

When she speaks of her involvement with Baptist Nassau, what becomes clear is Mrs. Bryan has tremendous pride in its services, enthusiasm about its potential to do more for her community and genuine affection for the staff. Indeed, above all else, Baptist Nassau is a place of comfort for Mrs. Bryan. Comfort that is rooted in her own experiences there.

“After my mother passed away, my aunt came to live with us and she helped raise us,” Mrs. Bryan says. “She lived until she was 94, and I’ll never forget the day she passed away, here at Baptist Nassau. I called my family so we could all be with her before she passed. The staff combed her hair, and she looked beautiful. It made it so much easier for her granddaughter and my other family members.”
But her comfort is also the result of her own involvement and passion for the hospital’s mission. She is an ambassador for the hospital, and her affection for the staff is clear even during the brief interview for this story. When she sees George Le-Bert, MD, a cardiologist from Baptist Heart Specialists, she takes a moment to ask about his family and spouse and a feeling of mutual friendship is evident throughout their conversation. A few moments later, a nurse assistant that Mrs. Bryan knows well walks by, and the two of them enjoy an easy conversation that is filled with laughter.

Moments like that are a part of life in a small community, Mrs. Bryan says. “We all live together, and we run into each other all the time,” she says. “We all know each other. It’s what I love best about our community.”

That community is where Mrs. Bryan wants to see Baptist Nassau focus its future efforts. “I really want us to do more to educate people about healthy living, to help them avoid or better manage diabetes and other chronic illnesses,” Mrs. Bryan says.

She says that sort of outreach is especially important for Nassau County’s senior population, but she also recognizes that advanced inpatient care is essential. The hospital must continue expanding its staff and specialty expertise. That growth will create convenience for patients, but, more importantly, it will create comfort, she explains, and that’s why she’s especially grateful to have a Baptist Health hospital in her community.

"Baptist Health has done a wonderful job since assuming ownership of the hospital in 1994," Mrs. Bryan says. "Now, we don’t have to travel outside the community to receive excellent care, and for the times when we do, it’s extremely comforting to know we have the services of a large health system backing us up.”
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PRESENTED BY THE WOMEN’S BOARD TO BENEFIT WOLFSON CHILDREN’S HOSPITAL
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When Judy and Bruce Homeyer left Baptist Medical Center in August 2003, they faced a dilemma. They were grateful for Judy’s care, which saved her life from cancer, but they believed it could have been even better. And they felt obligated to pursue that possibility.

“We moved to Jacksonville from Charlotte to be with our children and grandchildren,” the Homeyers say. “We felt that we had to do our part to help; not just for our family but for our friends. This is our community now.”

The Homeyers met with Diane Raines, senior vice president and chief nursing officer for Baptist Health, and a partnership formed quickly. “Whenever someone gives you feedback that isn’t stellar, there is a tendency to get defensive,” Raines says. “But instead of getting defensive, I try to listen. I listened to Bruce and Judy, and I sensed right away that they wanted to help. They wanted to make a difference.”
To do that, Mr. Homeyer joined Baptist Health’s Patient Family Partnership Council, a group of patients, nurses and administrators who discuss different strategies to improve family-centered care. And the Homeyers also made numerous charitable gifts to support nursing education, research and training programs.

The most prominent of those gifts may be their founding gift for The Homeyer Institute for Nursing Research and Education, which opened in 2007 during National Nurses Week. The institute is in the Pavilion Building at Baptist Medical Center Jacksonville, and its name is not its only personal tie to the Homeyers. One of its most famous assets is “Gus,” a full-sized medical simulation mannequin named after Mr. Homeyer’s father, a former medicinal chemist.

Along the way, the Homeyers also have played an important role in a Baptist Health and North Florida medical milestone. Their involvement and support for research, education and training programs helped the health system earn Magnet™ recognition in 2007 from the American Nurses Credentialing Center. The 2007 honor established Baptist Health as North Florida’s first Magnet™-recognized health system, and it was also the largest organization in the nation to earn a systemwide distinction. The honors continued this year, in June, when Baptist Health received its second consecutive Magnet™ designation, which lasts until 2016.

The award is far more than a trophy or certificate of approval. Magnet™ has rigorous quality and education standards. Only seven percent of all hospitals in the United States have achieved them, and Magnet™-inspired activities — many of which are tied to programs the Homeyers support — are benefiting patients throughout Baptist Health, reducing infection rates, shortening hospital stays, lowering healthcare costs and increasing patient and staff satisfaction.

Thousands of lives have benefited from those results. But even that summary doesn’t fully describe the Homeyers’ partnership with Baptist Health. Their giving now has a life of its own; one born from systematic elements, such as their financial support, programs and outcomes, but also from the people who have received their support.

They are people like Jamie Chiles, RN, an assistant nurse manager and “caritas coach” at Baptist Heart Hospital. Caritas is Latin for “caring,” and Chiles helps her fellow nurses care for themselves and use other caring techniques so that they can give their best to their patients. The Homeyers’ gifts helped Chiles and other nurses become caritas coaches, and she says their support has produced unforgettable moments for her and her patients.
“I’ll never forget one man who was not doing well after heart bypass surgery,” Chiles says. “I discovered he was an artist, and I brought him some watercolor crayons. He broke the crayons to make paint from them, and he created this beautiful painting, titled ‘The Valley of the Dancin’ Trees.’ He told me he hadn’t done a work in color since 1995. It’s like his world changed from black and white to color in one day. He improved quickly, and then shortly after his discharge, I saw him at the Pavilion. He was painting again and doing great.”

And in people such as Peggy McCartt, PhD, ARNP, the Homeyers’ support has worked at both a broad and yet personal level. Dr. McCartt was part of a team that received additional training in evidence-based practice, and she has become a key member of the health system’s nursing practice leadership team. The Homeyers supported the evidence-based training, and since then McCartt and her colleagues have launched research that has improved wound care outcomes throughout Baptist Health, and they work with nurses across the organization to launch new ideas.

But the couple’s support has produced something even more fundamental for McCartt. It’s made almost every day ripe with possibilities. “We have no sacred cows in evidence-based medicine,” she says, with a twinkle in her eye that almost seems irreverent. “That really becomes a joy when you’re working with students and staff, to help them develop research ideas. They all want to change the world, and I can help them do it.”

In the case of Patty Magee, RN, at Baptist Medical Center South, the Homeyers’ gifts have produced something that benefits patients and transcends time. Magee’s two loves, in addition to her family, are nursing and art, and she has wanted to combine the two for decades, through art interventions.

The Homeyers’ support for caritas training gave Magee that chance. In her role as the hospital’s caritas coach, she has combined her passions and become its artist-in-residence. She manages the hospital’s art galleries, works with patients and staff and has seen art help mend broken family relationships and heal nurses after traumatic patient experiences.

She has a stirring visual reminder of art’s power — and the journey that the Homeyers helped her take toward her dreams — in her art cart, which is named for a patient who had given up. “She had a progressive illness, and she was ready to die,” Magee says. “She was very critical of her care at the hospital. I worked with her through artistic expression. It changed her attitude, and it has changed the course of her illness. She is out of the hospital, and she has since made a wonderful donation for art supplies for my art cart. So, I’ve named my art cart for her.”

The Homeyers’ gifts have supported both the art and science of nursing and enhanced the healing environment at Baptist Health.

The stories are not surprises to the Homeyers, who have met regularly with Diane Raines and other Baptist Health leaders to determine how their gifts will be used and to learn of the results. But the results are gratifying, they say, and the intersection between outcomes, quality, the human spirit and the dreams of everyday people point to an important feature of their philanthropy, they say.

“We’re glad that there are people who support buildings and other capital projects,” the Homeyers say. “All of those things are absolutely essential. But we enjoy supporting people. They make everything happen.”
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philanthropy by the numbers

John Anderson, Jr., says charitable giving is the catalyst for healthcare excellence.
Lounging in a sleek, high-back stool, a coffee and smartphone resting on the crisply lit counter in front of her, Stacie Wilkinson of Jacksonville looks straight out of a Starbucks advertisement or some other promotion for a popular coffee bistro.

Reality, though, is much different than it appears. Ms. Wilkinson is not at a coffee bar. She’s at Baptist Medical Center Beaches. Though she is comfortable in the hospital’s new cafeteria, part of a $3.8-million renovation that has transformed the building’s entrance and concourse, she is far from carefree.

Ms. Wilkinson’s grandmother suffered a stroke the night before and is undergoing tests in a hospital room that is less than 200 steps from where Ms. Wilkinson is now. But it seems like a world away, which is exactly what Ms. Wilkinson needs for the next 10 minutes.

“A space like this really helps,” Ms. Wilkinson says. “It gives me a place to collect myself, get re-energized and return to supporting my grandmother.”

The concourse renovation is one of several that have occurred in the past 15 years at Baptist Medical Center Beaches, which is now far greater than a community hospital, says John Anderson, Jr., a Ponte Vedra Beach resident, former chair of the hospital’s board and a donor.

“We have nearly all of the services of a 600-bed medical center, and we have the comfort, convenience and intimacy of a 150-bed hospital,” Mr. Anderson says. “That’s why I committed to the concourse renovation. We now look like what we are, an exceptional medical center, and that’s important for patients. It gives them extra assurance about the quality of their care and helps them focus on getting better.”

Like Ms. Wilkinson, Mr. Anderson’s story is more than it seems. A successful investment banker, he has a long history with Baptist Health that extends beyond his service as chair of the Beaches board. In the mid-1980s, he served as the health system’s chief financial officer and was part of a leadership team that helped guide Baptist Health through some especially stormy financial times.

That history would seem to make Mr. Anderson a natural proponent of philanthropy to Baptist Health, but that wasn’t always the case, even during his early years as chair of the hospital board. “I believe in charitable giving,” he says. “I feel it’s an obligation. But I was never a champion of hospital philanthropy because we had matured as an organization, and we were financially successful.”

His perspective changed about seven years ago, during a Baptist Beaches board retreat. “I noticed the growth in our bottom line was slowing down, and our amount of debt,
unreimbursed care and charity care were all increasing,” Mr. Anderson says. “It didn’t take a rocket scientist to realize that, financially speaking, our best days were behind us.”

That realization induced another: Philanthropy is necessary for Baptist Beaches to become more than ordinary. “Reimbursement for care has become more standardized for hospitals everywhere,” Mr. Anderson says. “Without philanthropy, we’ll be like everyone else.”

Not long after that board meeting, Mr. Anderson, Tylee Wilson and other board members established an ad hoc committee focused on fundraising. The results are evident throughout the Beaches campus — from the growth of the hospital’s East Pavilion, to the opening of the Wilson Cancer Center and the Outpatient Surgery Center, to the concourse renovation that supports patients, visitors and staff every day.

Still, the Beaches campus continues to evolve, and philanthropy will play a big part. In the spring, it will expand its minimally invasive surgery program and its diagnostic cardiology services. And renovations will soon begin to the Emergency Center. The renovations will improve efficiency in the center and create a more comforting environment for patients of all ages, including children, who account for about 30 percent of the hospital’s 36,000 emergency visits each year.

All of these improvements and the philanthropy supporting them are part of another important shift that is occurring — one that mirrors the shift that occurred in him. Mr. Anderson says, “What we’ve done with our committee and our approach to fundraising has challenged the community to think a little differently about the hospital and to think of it as a favorite charity.”

Now that Baptist Beaches’ facade has been improved, the next step is the back, where the Emergency Center is located. The hospital is planning a significant renovation to improve efficiency and make it more comforting for people of all ages, including children.
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pioneers in medicine

The Lucy Gooding Charitable Foundation Trust is a sustaining force in our region’s only pediatric neurosurgery center and key to Matthew Taylor’s miraculous story.
Shortly after he was born, Matthew Taylor, 15, of Baldwin, was diagnosed with cerebral palsy, and his parents were told he would never walk on his own. Today, he not only walks on his own. He runs. Far.

Thanks to his own determination, his family’s support and the Lucy Gooding Pediatric Neurosurgery Center at Wolfson Children’s Hospital, Matthew just completed his third season as a member of Baldwin Middle-Senior High School’s cross-country team. Along the way, he’s become a local celebrity of sorts, earning “Athlete of the Week” distinction from First Coast News; a “Global Hero” honor from Medtronic, an international medical device company; and even meeting another famous local athlete — Tim Tebow.

Matthew’s running career started after surgeons at Wolfson Children’s Hospital implanted a pump that delivers a powerful muscle relaxant, Baclofen, into his spinal fluid. But that breakthrough is one of many treatments he has received throughout his life, including a leg-rotation surgery, through the center’s spasticity clinic. As he says, “I’ve seen a team of specialists — hand therapists, physical therapists, surgeons, neurosurgeons — throughout my life.”

Matthew’s story is perhaps even more miraculous because when he was born, Jacksonville had no neurosurgery program for children and no single program that provided medical and surgical care to children with neurological disorders. The closest children’s hospitals with such programs were in Orlando and Atlanta.

But that all changed in 2003, when the University of Florida and Wolfson Children’s Hospital made a commitment to launch a neurosurgery program, and The Lucy Gooding Charitable Foundation Trust chose to support it. All of these commitments coalesced around Hector James, MD, a pediatric neurosurgeon from San Diego. Dr. James left a similar program in San Diego for Jacksonville because he felt the commitment from the two organizations was unique.

“It was pioneer medicine in a way because we didn’t have the programs in place,” Dr. James says. “But there was a very powerful administrative commitment from Baptist Health and the University of Florida, and The Lucy Gooding Foundation made a very generous commitment shortly after I arrived. Their support has magnified everything we can do.”

Hector James, MD, left, started the Lucy Gooding Pediatric Neurosurgery Center and shaped it into a regional leader. Philipp Aldana, MD, one of Dr. James’s first recruits, will helm the center after Dr. James retires. He believes he can make it the finest in the Southeast, thanks to Dr. James and continuing support from The Lucy Gooding Charitable Foundation Trust.
Dr. James presented the trustees of The Lucy Gooding Foundation with a five-year strategic plan that they agreed to support with a gift of $5 million. The gift helped him purchase advanced operating room equipment, hire new staff and establish related programs in occupational therapy, physical therapy and other disciplines.

As the fifth year of that plan approached, in 2009, results were apparent. Two pediatric neurosurgeons joined Dr. James, the Lucy Gooding Center was serving hundreds of patients each year, and it developed specialty programs for children with epilepsy, brain tumors and other neurological conditions. Again, The Lucy Gooding Foundation stepped in, providing an additional $2.2 million.

Today, the center’s surgeons perform 28–30 procedures each month. Children throughout the region and as far away as the United Kingdom come to it for care, and U.S. News & World Report consistently ranks it among the nation’s best pediatric neurosurgery programs.

Dr. James is nearing retirement, but the future looks bright. His colleague and his first recruit, Philipp Aldana, MD, succeeded him as division Chief of Neurosurgery, and The Lucy Gooding Foundation has again made a vital contribution to ensure the program’s success. In a nod to their partnership with Dr. James, the foundation’s trustees made a $2.5-million endowment gift this past May to create the Hector E. James, MD, Chair in Pediatric Neurosurgery.

The endowment will provide permanent funding that will help grow the program. Dr. Aldana says his goal is to make the neurosurgery center the finest in the Southeast. Local children will benefit first and foremost, he says, because it will mean they will receive even more specialized care.

“Neurosurgeons aren’t the only physicians who take care of patients, and Matthew is a great example of that,” Dr. Aldana says. “Our goal is to expand all of our services, from neuro-oncology to the treatment of skull defects, into programs like our spasticity clinic, which has done so much for Matthew. That takes time, and The Lucy Gooding Foundation’s latest gift will give us time and resources. In the process, it will ensure that we provide the best care to the children in our community.”

Looking back on the “pioneer days,” when he first arrived in Jacksonville, Dr. James returns to his initial assessment of how it all began. “Baptist Health, Wolfson Children’s Hospital and the University of Florida created something unique, in terms of their partnership. But without The Lucy Gooding Foundation we never could have sustained it.”
The Foundation advances the health system’s mission through philanthropy and stewardship of gifts that enable Baptist Medical Center Jacksonville, Baptist Beaches, Baptist Nassau, Baptist South and Wolfson Children’s Hospital to continually serve patients and their families and support community healthcare needs.

The Foundation was established in 1985 to be the conduit for all of the fundraising activities that support Baptist Health. It is governed by a Board of Trustees and supported by many dedicated donors and volunteers. Volunteer groups raise money on behalf of the Foundation through Giving Circles and business partnerships. The Women’s Board, Patrons of the Hearts and the Wolfson Bass Tournament are affiliated with the Foundation and contribute to the health system’s overall fundraising efforts.

**FY 2012 Fundraising Numbers**
The total raised in FY 2012 was $11,914,000.

### FOUNDATION NEWS

#### Current Fundraising Priorities

Wolfson Children’s Hospital expansion and support for its centers of distinction and outreach clinics; Baptist Beaches emergency center renovations and cardiovascular services expansions; programmatic and capital support for Baptist Medical Center Jacksonville, Baptist South and Baptist Nassau. Legacy gifts to enhance the health system’s endowment.

#### Estate Planning

Loyal supporters of Baptist Health are invited to take advantage of the complimentary estate planning services offered through Baptist Health Foundation. In 2006, the Foundation retained the services of The Heaton Smith Group, a leading national charitable estate planning services firm.

#### Record Breaking Year for 2012 Golf Classic

The Baptist Health Foundation Scholarship Golf Tournament had a record-setting year in 2012, raising more than $325,000. Held September 20, the event supports the Baptist Health Foundation Professional Scholarship Program, which provides scholarships to people who are pursuing education or training in medical fields that have critical workforce shortages. For information about the 2013 tournament, please contact the Foundation 904.202.2919 or email foundation@bmcjax.com.

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If you would like additional information about Baptist Health Foundation, please contact us at:

Baptist Health Foundation
841 Prudential Drive, Suite 1300
Jacksonville, FL 32207
904.202.2919
foundation@bmcjax.com

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Gifts to Baptist Health support the community’s health. And as Lorelei’s letter — which was accompanied by a $25 donation — illustrates, people of all ages can give, and gifts of any size have an amazing ability to inspire.

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**Give the gift of good health this year.**

**Donate to Baptist Health.**

You may use the enclosed envelope in this issue of *Faces of Philanthropy* or make a gift online at community.bmcjax.com/givenow.