

The Vigil



Spring 2017

Providing for the healing ministry at *St. Vincent's East*



Mary McDonald (left) with daughter Debbie Lawrence and grandson, Braden Cox, son of St. Vincent's Fitness Supervisor Mandy Cox

Mary McDonald doesn't always remember her family. She rarely remembers daily events. What she does remember is that she was once a registered nurse. So when her granddaughter, St. Vincent's Fitness Supervisor Mandy Cox, visits McDonald in the St. Vincent's East geriatric behavioral health unit, the Winfield retiree happily explains that she has been very busy caring for patients.

The unit nurses smile. They tell Cox how sweet her grandmother is. Today they provided McDonald with a stethoscope to hold her attention. While her family seeks a permanent home for this sometimes restless dementia patient, St. Vincent's East serves as their safety net.

"Not a lot of memory care units are skilled to care for patients with this type of dementia," says Cox. "While visiting my grandmother in the geriatric unit, I get a chance to observe the compassion provided by the nurses and staff. Also, when she is here we can rest, knowing that she is getting excellent care until we can transition her to a permanent memory care unit."

UNIQUE ROLE

This family's reliance on St. Vincent's East is just one example of how this hospital plays a unique role within St. Vincent's Health System, and why St. Vincent's Foundation is investing \$1 million in the facility.

President and Chief Operating Officer Andrew Gnann says East is both locally known for compassionate care and nationally known for medical excellence, including a linear accelerator-equipped cancer center providing high-tech oncology treatment.

Meanwhile, physicians from across the country are drawn to East to receive training from the cadre of expert cardiologists.

"We're the first and only health system in the nation to receive the prestigious Society of Cardiovascular Patient Care's highest-level accreditations in Atrial Fibrillation (AFib) with EPS, Heart Failure, and Chest Pain Center with Primary PCI and Resuscitation," says Gnann.

Foundation donors have a "real-life impact" on area residents when they give to St. Vincent's East, says Gnann. "The impact includes underprovided services like geriatric behavioral health."



emotional disorders. While families publicly discuss other St. Vincent's East treatments, Behavioral Health Director Kim Wigley says patients suffering from dementia and serious mental illness may not make the church prayer list. Such silent suffering underscores the importance of the behavioral health unit within St. Vincent's Health System and for the community.

"Our inpatients are all admitted very short term, generally, to resolve a crisis. We offer expertise to

"As our State continues to close available beds due to financial issues, it's difficult for our most vulnerable population to get help. Our mission statement calls us to pay special attention to those who are poor and vulnerable, and the person with a mental health need is one of our most vulnerable."

discern the underlying issues and to develop a long-term continuum of care and support. One thing that sets us apart is our reliance on the spiritual component of care," Wigley says.

COMPASSIONATE CARE

This population might also be the least visible, due to stigmas attached to major depression, anxiety, and

Cox says those caring for her grandmother exemplify St. Vincent's values. "The staff truly takes the time," says Cox of exacting efforts to address medications and other concerns. "They won't give up on her."

ECONOMIC IMPACT

According to multipliers provided by the Bureau of Economic Analysis of the U.S. Department of Commerce, in 2016 St. Vincent's East:

- Created 2,711 jobs statewide.
- Generated more than \$141 million in labor income.
- Added more than \$434 million to Alabama's economy.

DONOR OPPORTUNITIES

You can help! Join the Foundation's capital improvement campaign that will enhance the St. Vincent's East patient-family experience. To learn more, please call 205-838-6151.

Honorariums *The following individuals were recognized through a gift in their honor.*

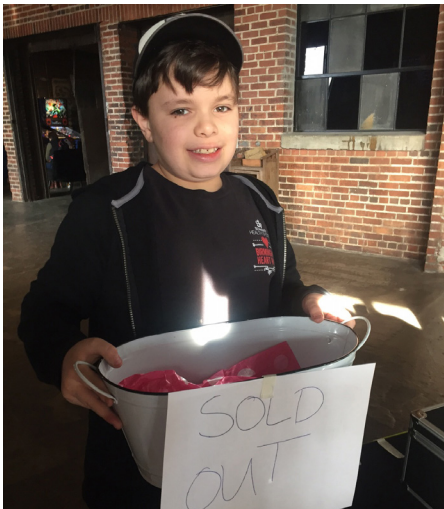
John William Agricola
Stephen Taylor Agricola, Jr.
Charles Hampton Anderson
William Whitfield Anderson
Dr. James R. Andrews
Patty Baker
Dr. Mack N. Barnes
BBVA Compass employees
affected by cancer
Kris Boone
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Joseph Simmons Brown
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Radiation Oncology Staff
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Dr. Jeffrey R. Cusmarium
Dr. John L. Edwards
Eli Samuel Fields
Sister Anna Flanagan
Forge Breast Cancer
Survivorship Program Staff
and Volunteers
Dr. Henry I. Frohsin, Jr.
Clarke Gillespy
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Reverend Rusty Glasgow
Barry Godby
Drs. Gore, Beck, Bondy,
Piede, and the Entire Bruno
Cancer Center Medical
Oncology Team

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and Staff
Dr. Gerald P. Norris
Phil and Selene Patterson
Jude Pierce Perkins
Ann Russell Phillips
Marian Phillips
Dr. John Piede and
Chemo Staff
Hal M. Piper
Lucy and Max Poole
Alexis Leigh Potter

Dr. John W. Poynor
Rowan Cook Reaves
Cindy L. Rhodes
Emilia Constance Russell
Mary D'Amico Saia
Dr. Susan Salter
Mort and Carol Slaughter
Chollet P. Still
Suzanne Thorn
Dr. Joseph E. Welden
Lyda S. White
Lynn O. Wilmoth
Tom and Kay Worley
Wendy Wrona



Jackson Powell

The Reason I started this fundraiser is because when my cousin Malachi was born he had trouble with breathing and his arm was ~~injured~~ injured ~~as~~ in his delivery and I want to keep the babies safe!

Jackson Powell

Baking for Bags and Brews

Last December, Jackson Powell had a plan. Inspired by what his mother, Brenna Powell, told him about St. Vincent's ministry (Powell is vice president of Strategic Integration), the Gardendale Elementary School fifth grader wrote a fundraising proposal for St. Vincent's Birmingham's Neonatal Intensive Care Unit (NICU).

Powell had told Jackson about the Foundation's efforts to improve NICU families' experiences. Since Jackson remembered visiting the NICU waiting room when his two-year-old cousin was born, he resolved to help.

"Jackson has been blessed with teachers who have instilled in him the desire to help others," says Powell. "So when he saw something somewhere about how other kids had hosted charity fundraisers, he came to me the week before Christmas and said he wanted to raise money for St. Vincent's. I told him we'd have to come up with something he could do or sell, versus just asking people for money."

That's when Jackson's plan took its "sweet" shape, resulting in a cookie sale at the Foundation's February Bags and Brews Cornhole Tournament, a family-friendly event the Powells had already planned to attend. With permission from the Foundation and its food vendors, Powell baked 109 almond sugar cookies—each adorned with baby pink or blue confetti—and Jackson packaged them.

After an afternoon of sales—and some onsite help from twin sister Lily—Jackson proudly presented \$109 to the Foundation's NICU fund. The tournament, presented by the Foundation Junior Board, raised more than \$21,000.

"Then, almost immediately, he was asking what we are going to do next," says Powell. "This hospital has always been important to my family. Not only do I work here, but the twins were born here. So Jackson just had this on his heart. He enjoyed meeting a lot of the people I work with. He was so proud that he could contribute."

Memorials *Lord, may our prayers come before you in memory of those we entrust to your eternal care.*

Dr. Richard L. Berryman
Rebecca "Becky" Lindley Bradley
Sam Bradley
Emma Grace Bradshaw
Mike T. Brewer
Wendy J. Bryan
Olivia Bryant
Alan Caldwell
Adam Carmello-Harper
Gene Cobb
Stewart Conner
Dr. Don Cooper
Betty Coulter
Jean F. Cox
Carol C. Daigle
Larry Christopher Daily
Frank and Lena D'Amico
Eleanor M. Davis
Larkin and Evelyn Davis, Jr.

Carolyn Denson
Frank M. Dominick
Dr. Lee B. DuBois
James M. Dunn
Irma Rae Erdreich
M. K. Erdreich
Dr. Walter B. Evans
Kathlynn Parson Fadely
James V. Fairley, Jr.
Dottie Fleshman
Jean H. Fowler
Bettie Ruth Glover
Michael Patrick Gnnann
Brad Gould
Dr. Alfred Habeeb
Randy J. Harper
Deana Hemphill
Johnnie Hines
Michael A. Hix

Frances K. Holcomb
Russell Holloway
Dr. Philip Joseph Howard
Kathy Jackson
Dr. John Michael Karibo
Doris W. Kelly
Edwin T. Kerr
Marsha M. Knepper
Ron Koepp
Suzy Kraft
Jeanne W. LaBree
Kendyl Lowe
Billy C. Martin
Harvey G. Martin
Lisa Martz
Bruns E. Meloy
Carolyn Mize
Dr. Charles R. Moore
Dr. Joseph W. Moore

Dr. Demetrius K. Morros
Angela Nix
Kellie Baker Nix
Arthur D. "Buddy" Nolan
Frances F. Orr
Madeleine Grace Pak
Florea Petra
Ann Maxwell Ratliff
Donna Rhodes
Beth Rozendale
Hunter Glen Sanders
Christine W. Simonton
Rudy L. Snodgrass
Betty K. Spencer
Helen C. Stoller
Paul D. Summerford
Lib Thomson
Gene Tucker
Frankie L. Vaught

Delores Vedel
Blair L. Weamer, Jr.
Bobbie D. Wilson
Leona Wilson



Bingo! Inaugural Bruno Cancer Center benefit exceeds expectations



Brenda Ladun and Carla Youngblood, Bingo Bash Co-Hosts

Brenda Ladun dreams of opening ABC 33/40's newscast with four words: "We found the cure."

Until then this journalist is committed to supporting the Bruno Cancer Center ministry. That's why she found time to co-host the March 18 first-ever St. Vincent's Foundation Bingo Bash.

"When I was in crisis and didn't know if I was even going to survive, they were there and surrounded me with their love and expertise and commitment to me," says Ladun of her Bruno Cancer Center treatment. "I want to pass that on, to continue to encourage and inspire people and let them know that a cancer diagnosis is not the end. It's just the beginning of a new life and a new perspective. That's what the Bruno Cancer Center helped me see—that there's always hope, and we need to be there to help each other."

Carla Youngblood was equally eager to co-host the event. This comedienne, known by her tagline "The Truth," is also a former Bruno Cancer Center patient. A certified public accountant, former realtor, and nonprofit founder, Youngblood is eager to explain how her faith in God not only saw her through breast cancer, but kept her good humor so firmly intact that her nationally renowned "Breast Cancer Comedy Tour" promotes laughter and awareness.



Chollet Still and Lyda White



One of the night's lucky winners

"I was treated at the Bruno Cancer Center and received the utmost care," Youngblood says. "Everybody was so nice, attentive, and loving. It was just an amazing experience. Anything I can do to help that facility continue to give that kind of service, that's what I want to do."

While Ladun and Youngblood led the Bingo Bash banter, Karen Day of M-Tech Live kept the music flowing. Day says she was glad to donate her DJ expertise to the facility that treated her cancer.

"I have nothing but good things to say about St. Vincent's. The nurses are in a position to change people's lives for the better, and they know it. They created an atmosphere that made me feel great—like a normal person. They really changed my perspective."

Ladun, Youngblood, and Day entertained the generous attendees who not only played bingo, but supported a silent auction and gift card wall. The event, designed to support essential Bruno Cancer Center patient needs, equipment, services, and programs for all types of cancer, surpassed the volunteer committee's expectations raising more than \$60,000. Make plans to join us at next year's Bingo Bash on April 14, 2018.

Where we've been, where we're going: *Two Foundation presidents provide a philanthropic perspective*

MISSION

Envision the summer of 1984: St. Vincent's, a 338-bed hospital, needs a permanent fundraising entity to organize and direct philanthropic ventures. To ensure greater support and clarity of its charitable mission, the hospital's leadership organizes a foundation and hires Bill Moran, an experienced Tennessee healthcare fundraising executive, to head its efforts.

"I had a desk in the East wing, and that was about it," recalls Moran. "The first thing we needed was to recruit the Foundation Board with people willing to champion not only the mission at St. Vincent's, but the financial needs of the organization as well."

Growth potential was significant. Throughout the next decades the Foundation acquired funds for new initiatives that would forever enhance its ministry and physical presence in the community.

MILESTONES

"As I hear about those early years, I am reminded of how visionary donors make such a dramatic difference in their communities," says current Foundation President Susan Sellers. "There is no limit to what they can help us do."

"We were able to build a very strong, energetic Board with people who had personal experiences with the hospital, in some cases, for generations," Moran says. "These Board members were willing to provide leadership and support to the Foundation's endeavors."

An early concern was cancer treatment. Moran remembers sharing an architectural rendering of an unfunded facility with Joe Bruno, Foundation Board Member.

"We were looking at it one afternoon, and I said, 'Well, we

can't do anything without financial support.' So he just said, 'We really need to do this. I'll help.' And that was the beginning of the Bruno Cancer Center."

Other Foundation milestones included outpatient rehabilitation, expanded cardiology services, an educational auditorium/conference center, patient lodge, new emergency department, and the chapel's relocation.



Bill Moran stands next to Sisters' Vigil

As St. Vincent's Hospital became St. Vincent's Health System, the Foundation continued to expand its support to serve more locations, including the replacement in 2011 of St. Vincent's St. Clair in Pell City.

MOTIVATION

"For over 30 years Bill worked with donors to further St. Vincent's healing ministry," says Sellers. "We're so privileged to see that same joyful giving motivating our Foundation donors today."

"Our primary focus is to care for people, regardless of their ability to pay," says Moran. "The Foundation helps support that. The key is for thoughtful and transformative donors to know they are making more than a gift. They are making an investment. Although

we don't know what healthcare is going to look like in five years, donors know they are investing in a healthcare organization that cares for people. Whatever else changes, that core commitment won't change."

"This value honoring the entire person—mind, body, and spirit—continues to drive the Foundation's work today," says Sellers, "It is why you see the Foundation engaging in work around outpatient mental health, cancer survivorship services, support for palliative care, and many other advancements that further the remarkable work Bill and St. Vincent's initiated more than three decades ago. It is seamless, consistent, and enduring."

The privilege of giving: *Neeysa Biddle reflects on this “anointed place”*

It was the call Neeysa Biddle never expected to receive, but immediately recognized as a gift.

“When I retired in 2011, I never envisioned entering the workforce at this level again,” says Biddle, who had retired as St. Vincent’s executive vice president and chief operating officer. “The call to return here came quickly and surprisingly, but unfolded to be the busiest and most complicated three years of my career. It was also by far the most rewarding.”

An unexpected 2014 leadership vacancy led to Biddle re-entering the ministry as senior vice president for Ascension Health and chief executive officer at St. Vincent’s Health System.

“Many people said, ‘Why did you leave retirement?’ My answer was always the same, ‘Because it’s St. Vincent’s.’ My decision was based on nothing more than my heart for the mission and the associates here who demonstrate the values every day. This truly is an anointed place.”

THE TRANSITION

After steering St. Vincent’s through national health care uncertainties and key ministry expansions, Biddle is retiring again, turning over her responsibilities to Jason Alexander on June 30. She will then assume an advisory role with Ascension’s newly-created Consulting Network.

Despite health care’s well-publicized challenges, Biddle credits St. Vincent’s bright future to its committed supporters.

“There will never, ever be enough money to meet the full needs of the community. But I think there will always be grateful people. There will always be people who want to make a difference, and if they can’t do so through the work of their hands, they will do it through the work of their hearts. It never

fails that when we can’t see our way clear to replace a piece of equipment, there’s always someone standing in the wings to say, ‘I am grateful for my care, and I want to help ensure St. Vincent’s current or future needs.’”

Biddle, who has inspired many through her 16-hour days, personal giving, and even willingness to dress as a clown or Mrs. Claus, says she is inspired by the associates who give of themselves each day and also donate through payroll giving.

“People who work for St. Vincent’s truly live out the mission in every sense of the word. When housekeepers and technicians take money out of their own paychecks to sustain this work, they are inspirational and reflect that this is a ministry.”

THE PRIVILEGE

Biddle believes that

Foundation donors of significant and modest means will continue to be inspired by the special spirit at St. Vincent’s.

“I think I worked my whole career to get to St. Vincent’s. I can’t think of a more fitting place to finish it than here, where opportunities to make a difference are so abundant. It’s just such a marvelous experience to be surrounded by people committed to living God’s call to provide health care. It truly is a privilege.”



Neeysa Biddle

“It’s just such a marvelous experience to be surrounded by people committed to living God’s call to provide health care. It truly is a privilege.”

Foundation FAQs:

Even small gifts make a big impact

St. Vincent's Foundation President Susan Sellers enjoys answering questions about donors' gifts. Here are her answers to some of those most frequently-asked questions.

1. Where do my donations go?

Each dollar donated to St. Vincent's Foundation supports the needs of St. Vincent's Health System's patients. No monies are forwarded to our parent company, Ascension, or any other entity.

Donors' dollars are not used for administration. Our operational costs are covered by our investment earnings. Every donation is designated—for a specific location/hospital, medical specialty, patient age group, or simply “the greatest need,”—and is used strictly for that purpose.

2. What are the greatest needs now?

The St. Vincent's Birmingham Neonatal Intensive Care Unit (NICU) is a priority as it serves about 550 premature babies annually. Since no general improvements have been made to that area in a long time, we have prioritized renovating the NICU waiting room, newborn “pod” areas, and overnight accommodations for families with babies in the NICU. The Foundation is also raising money for new Giraffe omnibeds.

We're also asking donors to help make aesthetic improvements at St. Vincent's East. As this issue's article illustrates, East plays an essential role in our ministry. Eastern Health and St. Vincent's merged a decade ago. It's time to invest in capital improvements to enhance patient-family experiences there.

3. What's the best way to give?

We help donors with everything from confidential estate planning to stock transfers to cash gifts. I am amazed by how former patients find so many ways to give back. Many groups hold fundraisers, including Cullman County's Circle of Hope, in which three sisters organize an annual



Lauren Valentine reads a book to her daughter in the NICU

archery tournament, beauty pageant, and “Dancing with our Stars” event, all benefitting the Bruno Cancer Center. Another generous donor funded an endowment in memory of her best friend. Hospital case managers use that fund to provide practical at-home helps for elderly patients.

Others make honorarium gifts for family and friends on Mother's Day, Father's Day, or birthdays. Last year one supper club substituted Foundation donations for

Christmas exchanges. We seem to be the perfect gift for all occasions!

4. Do small gifts really matter?

Absolutely. The story of Jackson Powell's generosity on page 3 is a perfect example. His \$109 can build a library of books to read to babies when they are in the NICU. A \$15 gift can pay for one healthy lunch for a Bruno Cancer Center patient receiving 25 days of treatments. A \$25 gift can pay for that patient's gas to get them to critical treatments. A \$300 gift can buy books for a Jeremiah's Hope student, while \$1,200 provides a Jeremiah's Hope scholarship that can end multi-generational poverty. Every gift furthers our healing ministry.

YOU CAN MAKE A DIFFERENCE.

Contact the Foundation today at 205-838-6151 to learn how you, your family, or group can help. Or visit us online at stvhs.com/give

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Margaret Manuel: *Generations of Service to St. Vincent's Foundation*



Margaret Manuel with grandfather, Alex Newton

Margaret Manuel has always loved and admired her grandfather. Now she's trying to follow his example.

"At my grandfather's funeral, all of these attorneys had so many stories about him," says Manuel of Alex Newton, the Birmingham attorney, civic leader, and St. Vincent's Foundation Board Member known as an extraordinary advocate for minority persons and the disenfranchised. "But the most prominent stories were his acts of kindness—what he did for those who couldn't help themselves. His greatest joy was giving back."

Manuel, also an attorney, was raised to believe that anyone in a position of responsibility has an equal responsibility to serve others. That's why this associate with the Carr Allison firm, who is also a wife, mother, and Independent Presbyterian Church member, makes time to serve on the St. Vincent's Foundation Junior Advisory Board.


"I was drawn to St. Vincent's Foundation because of what they do for others. St. Vincent's has been in my life from the beginning. I was born there. At age 15 I was diagnosed with Crohn's disease and treated there. I've had many family members treated and hospitalized there. My uncle, Dr. Rob Newton, practices medicine there. When I realized how involved St. Vincent's had been in my life, and what they do for our community, serving with the Foundation's Junior Board was an easy decision. My biggest surprise has been how active the Board is in supporting the work."

Manuel says she feels privileged to not only learn about St. Vincent's ministry, goals, and needs, but to work with fellow Board members to raise awareness and funds.

"The community needs to know how St. Vincent's thinks about the big picture. They are not just serving medical needs, but the whole patient and family. An example is the Foundation's current priority to help NICU families to stay near their newborns. I think what they do is bigger than what the average person thinks of—it's about overall wellness and wholeness."

Manuel says she and her husband Carter, president of RMI Realty, experienced excellent care at St. Vincent's Birmingham when daughter Libba was born. Now they're anticipating another birth there in July.

That's when the Manuels will name their son William Alexander after Alex Newton, the beloved grandfather and former Foundation Board Member, who still inspires others to serve.

Thank you 

Since 1898, St. Vincent's healing ministry has responded to the healthcare needs of this community. Please include St. Vincent's Foundation of Alabama, Inc. in your estate plans, and kindly let us know so we can recognize your generosity.

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