



# Philanthropy at Work

"Your Generosity  
is the Foundation  
for What We Do"



Dear Friends,

During the past year, Baystate Health Foundation has gone through many transformational changes. As a result, it is a development program fully prepared to inspire and facilitate philanthropic gifts that support Baystate Health as it continues to provide excellence and innovation in health care throughout the region.

One of the primary initiatives has been to identify professional and volunteer leadership dedicated to implementing programs and processes that optimize fundraising success. These leaders are dedicated to engaging people within Baystate Health and the community, informing them about the strategic objectives of the organization. They are committed to leveraging their knowledge to encourage individuals to make a difference through charitable giving. These same leaders strive to express the valuable impact gifts have on those who choose Baystate for their health care or as a place of employment.

As a comprehensive program, the Foundation supports all entities within Baystate Health by raising gifts in support of capital needs, program development, education, and research. The Foundation is focused on using best practices to support campaign fundraising, annual fundraising, events, major gift acquisition, and stewardship.

Presently, the development team is focusing efforts on enhancing and growing the major gifts program with a specific emphasis on engaging grateful patients in charitable endeavors. In addition, concentrated efforts are being directed towards creating a robust planned giving program where legacy gifts are acknowledged during a donor's lifetime.

Baystate is recognized for hosting and supporting numerous events that not only raise funds but keep the community engaged with Baystate Health on many levels. The organization benefits tremendously from the efforts of those in the community who host third party events where Baystate is the beneficiary. We are very grateful for these events as they help us to reach a broader audience of people who recognize that Baystate Health is a beacon of hope in our community.

There are multiple opportunities and vehicles through which to make a difference. We are a community that individually and collectively is doing just that. This edition of Philanthropy at Work is an expression of gratitude to all who help the Foundation and in so doing help those we serve.

A handwritten signature in blue ink that reads "John H. Davis". The signature is fluid and cursive, with a large initial "J" and "D".

**John H. Davis**  
*Chair, Baystate Health Foundation*

**Officers:**

**John H. Davis**

*Chair*

**Mark R. Tolosky**

*President and CEO, Baystate Health, Inc.  
President, Baystate Health Foundation, Inc.*

**Keith C. McLean-Shinaman**

*Senior Vice President, Finance,  
Baystate Health, Inc.  
Treasurer, Baystate Health Foundation, Inc.*

**Susan Toner**

*Vice President, Development,  
Baystate Health, Inc.  
Executive Director,  
Baystate Health Foundation, Inc.*

**Board of Trustees:**

Roberta B. Bolduc

Carl E. Breyer, Jr.

Robert S. Cohn

Michael J. Daly

Frederic W. Fuller, III

Gale A. Kirkwood

Benjamin Liptzin, MD

Joseph D. LoBello

John F. Maybury

Paul M. Opalinski

Peter A. Picknelly

Judith N. Plotkin-Goldberg

Edward N. Tombs

Brian P. Trelease

Philanthropy is not a matter of the rich helping the non-rich; it's the community extending itself out to the community.

– Herman J. Blake



## Baystate Medical Center

Mary Ellen and Roy Scott have been actively fundraising in western Massachusetts for many years and have raised hundreds of thousands of dollars to support many local causes. Now they've joined forces with other prominent members of the community to help support Baystate Health.

The Scotts were recent students at Baystate's Mini-Medical School, a program designed to help people make more informed decisions about all aspects of their health care, while gaining insight about what it's like to be a medical student. "It was very interesting and informative," says Mary Ellen. "It helped us become more familiar with the hospital."

"Baystate Health is a very important part of this community," says Roy. "You want to live near a state-of-the-art facility. You don't want to have to get in an ambulance and go to Boston for care."

Baystate plays another key role, according to Roy. "Economically, Baystate has a significant impact on the area. You have 10,000 employees that help sustain the community and provide quality medical care," he adds. "Baystate is Springfield's stimulus package."

The Scotts have given a gift in support of Baystate's hospital expansion project and encourage everyone to give what they can. Baystate needs community support to ensure its future for generations to come. "That's what the founders did for us when the first building opened its doors 125 years ago," says Roy.

## Baystate Regional Cancer Program

This April, Griffin's Friends celebrated its 15th anniversary of supporting children in treatment for cancer and their families at Baystate Children's Hospital. The Griffin's Friends Children's Cancer Fund at Baystate Children's Hospital was founded in 1994, in memory of Griffin D. Kelleher. His legacy is a vibrant fundraising effort and support network that strives to "bring moments of joy to courageous kids." The focal point of Griffin's Friends has been the Marathon Challenge.

Each year, Team Griffin's Friends organizes training and logistical support for runners to participate in the Boston Marathon. To join Team GF, runners pledge to raise donations from

## Baystate Visiting Nurse Association and Hospice

In February 2006, Audrey Rich and her family founded the Dr. J. Gordon & Audrey Rich Endowment, offering a palliative care program to Baystate Visiting Nurse Association and Hospice patients with life-limiting illnesses who are either seeking curative treatments or are not ready for hospice care.

Today, the Palliative Care Program helps over 165 patients and their families each year. The program expands traditional home health care to include pain and symptom management for seriously ill patients receiving curative and other forms of medical treatment.

The story of the endowment is rooted in generosity and compassion when caring for patients with life-limiting illnesses. Several years ago, Dr. J. Gordon Rich was diagnosed with cancer and needed specialized care to help relieve his suffering and improve his quality of life. The Baystate Visiting Nurse Association and Hospice Palliative Care Program helped by providing pain and symptom management so he could pursue the specialized treatments. The specialized treatments to help alleviate his suffering would not have been available to Dr. Rich under hospice care.

Watching Dr. Rich go through this struggle, his family decided it was crucial to offer support for those families facing similar situations but who lacked the financial means to get the care they needed. Due to the family's gift, Baystate Visiting Nurse Association and Hospice was able to fully implement a Palliative Care Program for patients.

Dr. Rich's daughter Marilyn says, "I hope the endowment enables someone who may not otherwise have the financial resources to be able to access these valuable support services."

Baystate Visiting Nurse Association and Hospice is grateful for the generosity of the Rich family and others who see a critical gap in care and contribute to this special endowment.

friends, family and colleagues. This year, 65 runners raised over \$56,000 for the fund, their highest total yet. With the help of other donors and events supporting Griffin's Friends for the past 15 years, over \$1 million has been raised for pediatric cancer patients in western Mass and their families.

Funds from Griffin's Friends are used to organize special get togethers and outings for patients and families, and also help purchase arts and crafts supplies, toys, computers, games, videos, and other things that make a patient's stay at Baystate Children's Hospital more fun and welcoming.

## Baystate Children's Hospital

Thanks to a generous gift from the Chatham-Beech Foundation, a new Welcome & Family Resource Center opened its doors on the Infant's and Children's Unit at Baystate Children's Hospital this past spring.

The Center is a calming and quiet alcove from the usual bustle of this 44-bed inpatient unit. Special features include a reading corner designed especially for cuddling up with a good story book; a Little Tykes Young Explorer learning station; a computer with Internet access for parents and families; a resource library containing information on health topics, medical conditions, child safety, and support services; a game table; a live aquarium; and a work and consult station for Children's Hospital staff. The room was designed with input from the Baystate Children's Hospital Family Advisory Council, patients, and staff. "I like the computer and how it is so quiet. It's good for people who have just had surgery," says one patient.



Patients and families appreciate and compliment the Center. "This room is so nice," shares another parent. The phones have long distance service, and we can let our family know what is going on. It is also a welcome rest from the [patient] room."

## Baystate Franklin Medical Center

In March 2009, Baystate Franklin Medical Center (BFMC) launched its first annual fund employee campaign with gifts designated to *Caring for Patient Care* and *Caring for Colleagues*. With the enthusiasm and assistance of BFMC Employee Ambassadors and the hospital's employee campaign committee, the *Caring for Colleagues* fund received nearly \$20,000. Pat Coffin, RN, BFMC Emergency Department; and Phyllis Roy, BFMC Development & Public Relations Office, co-chaired the campaign committee.

BFMC employees who are experiencing a financial crisis, sudden loss of income, family crisis, or other unforeseen circumstances may now apply for emergency assistance through the *Caring for Colleagues* fund. Any employee who has worked for BFMC for a minimum of one year (400 hours/year minimum for per diem employees) and



Dr. Grace and his children who traveled from as far as Arizona and California to honor him on this occasion.

## Baystate Mary Lane Hospital

The Baystate Mary Lane Hospital Auxiliary recently hosted a celebration in honor of the hospital's 100th Anniversary. Held on the front lawn of the hospital under a beautiful summer sky, hundreds of friends and neighbors joined together at this milestone event which included food, music, and a general feeling of community with happiness and laughter all around.

The main feature of the day was a reunion with Dr. Louis B. Grace, retired family physician and obstetrician. For more than 50 years Dr. Grace delivered 4,485 babies at Baystate Mary Lane Hospital and he took this opportunity to invite his moms and babies back to celebrate.

The day was a great success and the funds raised contributed to the Auxiliary's annual pledge to Baystate Mary Lane Hospital of \$25,000.

In addition to the Auxiliary's generosity, some of Dr. Grace's patients chose to honor his years of service with a gift to Baystate Mary Lane Hospital in his name as part of the new Grateful Patient Program. We invite others who may have been a patient of Dr. Grace to pay tribute to him by making a donation in his name. Your gifts will be designated to our Patient Care Campaign which provides for enhanced technology and equipment as well as allowing us to continue important programs and services for the patients in our community, or your gift may be restricted to a specific purpose.

is in good standing is eligible to apply for a one-time personal grant of up to \$1,000. Confidential applications are screened by the vice presidents of Development, Finance, and Human Resources at Baystate Health.

"Not surprisingly, BFMC employees have demonstrated through their gifts to this fund, they genuinely care for those they work with. We have already assisted two colleagues in a very meaningful way and it is an honor to facilitate the process," said Susan Toner, vice president of Development, and executive director of Baystate Health Foundation.

Because of the success of this piloted fundraising effort, *Caring for Colleagues* will now be implemented throughout Baystate Health and employees will be given the opportunity to make donations during a year-end appeal.

## Capital Campaign Chair Named

Baystate Health and Baystate Health Foundation are honored to announce that John Davis has graciously agreed to serve as Chair of **Baystate Medical Center's Hospital of the Future Capital Campaign**. Mr. Davis is also currently serving as Chair of Baystate Health Foundation. John Davis exemplifies the ideals of a great leader with his dedication and success in business, philanthropy, family, and community service. He made his mark as the third generation in his family to lead American Saw & Mfg Company—known for innovation in manufacturing processes and based on the corporate culture which values hard work and home-grown innovation. Influenced by his philanthropic grandmother, John oversees the family foundation—The Irene E. and George A. Davis Foundation, one of the largest family foundations in Massachusetts. While widely recognized for his many business and community accomplishments, John is most proud of his perspective on life which keeps him centered and family-oriented. We are grateful for John's willingness to invest his time, talent, and resources to the success of Baystate Medical Center's Hospital of the Future.

### Hospital of the Future Capital Campaign Committee

Mrs. Roberta Bolduc	Dr. David Longworth
Mr. Carl Breyer, Jr.	Mr. John Maybury
Mr. Robert Cohn	Mr. Clifford Noreen
Mr. Michael Daly	Mr. Peter Picknelly
Mr. John Davis	Mr. James Sadowsky
Mr. Frederic Fuller, III	Mrs. Mary Ellen Scott
Dr. Barry Jacobs	Mr. Roy Scott
Mrs. Gale Kirkwood	Mr. Richard Steele, Jr.
Dr. Benjamin Liptzin	Mr. Peter Straley
Mr. Joseph LoBello	Mr. Tyler Young

### Baystate Health Foundation—Caring for and sharing the financial resources we hold in trust for others.

The Foundation exists to support Baystate Health's mission of improving the health of the people in our communities every day with quality and compassion.

Baystate Health Foundation  
280 Chestnut Street, 6th floor  
Springfield, MA 01199  
baystatehealth.com/bhf  
413-794-GIVE

## Legacy Gifts



### *An Interview with Jill Gravel*

Born and raised in Ware, Massachusetts, Jill Gravel is a successful real estate professional who understands the value of community hospitals and how linked they are to the towns and people they serve. "My family has very deep roots here," she says, "and having Baystate Mary Lane Hospital here in our community, close to us, convenient, and with quality care is so very important. This is a big part of why I'm supporting the hospital today and in my future estate plans."

Just a few years ago Jill updated her will to include a charitable bequest. The Jill Gravel Combs Family Trust will benefit the Occupational Therapy department at Baystate Mary Lane. "Everyone wants to give more, and they should do what they can today, but by including Baystate Health Foundation in one's estate plans, it allows you to make that special gift without it costing you now," says Jill. While Jill has been involved with Baystate Mary Lane for years, it wasn't until four years ago that she became acutely aware of the caring environment it provides. During a vacation, Jill suffered a traumatic injury to her right arm. Upon returning home to Ware, Jill began a year-long, twice-a-week regime of grueling physical therapy at Baystate Mary Lane's Rehabilitation and Occupational Therapy Department. According to Jill, "They were all amazing in that department every time I was there."

Jill recently remarked, "Each generation needs to learn the importance of being involved, contributing to the things that matter most in the community. For our smaller hospitals, especially in these tougher times, we need to be there and be supportive. I hope others will join me in caring for Baystate Mary Lane Hospital."

*(If you would like more information about adding a bequest in your will on behalf of Baystate Health Foundation, please call David Obedzinski at 413-794-7948.)*

## Learn More About Planned Giving Online

Go to [bshf.aboutgiving.net](http://bshf.aboutgiving.net) to learn more about planned giving strategies. Through the site, you can create a personalized illustration showing how a gift annuity can provide you with lifetime income, tax savings and a generous gift to Baystate Health Foundation. The site also offers a list of members of our Professional Advisors Group if you need one-on-one counseling.