Dear Friends,

I am pleased to write about the integration of Rockford Memorial Development Foundation, Mercy Foundation, and Mercy Harvard Hospital Foundation, into one combined Foundation — Mercyhealth Development Foundation — serving all our communities.

I am honored to be part of this new and exciting collaboration to begin a new chapter in our Foundation’s evolution. The potential we have to effect change, as one — continuing the legacy of generosity that characterized both the Legacy Rockford and Legacy Mercy organizations — is tremendous.

As we move forward, we will be sharing news regularly. We are in the first stages of discussion regarding envisioning our donor appreciation programs, integrating events to reflect our new collaboration and ensuring we are reaching our donors.

Barbra Bortner  
Vice President,  
Community Relations,  
Marketing and PR,  
Mercyhealth

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Janesville, Harvard and Rockford Foundations Merge to Form the Mercyhealth Development Foundation

For more than a century, the Rockford Memorial Development Foundation, the Mercy Foundation and the Mercy Harvard Hospital Foundation have been serving the communities and supporting our organizations by helping to raise funds to further important health initiatives.

Today, we have merged our three foundations together, forming the Mercyhealth Development Foundation to serve all Mercyhealth communities. We are working diligently to coordinate events and activities under our combined structure. One of the most exciting parts of our integration is the opportunity to re-envision our current activities. A few of our new combined activities include:

- **Ambassadors** We are just beginning to discuss opportunities for the Ambassador program. Educating Ambassadors about the services our newly united Foundation can offer will allow us to better communicate with stakeholders throughout our entire service region, and therefore have a greater impact going forward.

- **Club 25** Club 25 is a program that allows Mercyhealth employee/partners to give $25 per month via payroll deduction. This program began in support of the House of Mercy Homeless Center, and we will be expanding it to include other giving options such as the Cancer Fund, Autism Program, Hospice, VNA and more.

Barbra Bortner  
Vice President, Community Relations, Marketing and PR, Mercyhealth

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Our New Name
As of October 1, Rockford Memorial Development Foundation, Mercy Foundation, Inc. and Mercy Harvard Foundation announced a new unified name and logo. The new name, **Mercyhealth Development Foundation**, symbolizes a commitment as an integrated Foundation as we continue our mission to make lives better for the communities we serve.

Our changes include a new comprehensive brand initiative including a logo, brand expression, font and colors. This is not just a new name. This is who we are, how we serve the wishes of our donors, the needs of our patients and their families, as well as our employee/partners and our communities.

The new brand includes a complete redesign of the Foundation’s identity, website and printed materials creating a unified brand to propel us into the future.

Philanthropic support plays an essential role within the Foundation. The generosity of you, our caring donors, has made a tremendous impact on the health and well-being of our communities, enabling Mercyhealth to obtain advanced, life-saving technology. More than these physical assets, your generous donations have created innumerable opportunities to give hope and change the lives of our patients and their families.

The Mercyhealth Development Foundation’s mission is to **inspire positive change and healing through philanthropic giving**. Your gifts are used to support community outreach services, capital improvements, technological advancements and other programs that are integral to this mission.

Everyone within our organization is committed to working together with a passion for making lives better. I look forward to working with you as we continue to **Inspire, Heal, Give** through our newly integrated Mercyhealth Development Foundation.

We are combining our foundation’s histories and creating a new chapter moving forward as we work together to make our communities healthier and stronger.

Thank you for your support,

Jennifer Johns, Director

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Show Your Generosity on Giving Tuesday

Start the holiday season off right this year!
After waiting in long lines on Black Friday, shopping locally on Small Business Saturday, and scouring the Internet for the best deals on Cyber Monday, consider making a charitable gift to the **Mercyhealth Development Foundation** on Giving Tuesday, November 29, 2016.

The Foundation is participating in this global day of giving to celebrate generosity and inspire giving at the beginning of the charitable season, when many focus on end-of-year giving.
To make your gift, visit: OnlineMercy.com/Giving-Tuesday or contact the Mercyhealth Development Foundation at 815-971-4141. ✤
Active Couple Gives Generously to the Foundation, Community

In this issue of Giving, we spotlight the many contributions made by Dr. Jeffrey and Patty Smith. Dr. Smith is a cardiac electrophysiologist in the Heart & Vascular Center at Mercyhealth. He has been instrumental in working with the Foundation to make life-saving automatic external defibrillators (AEDs) more accessible in the region. A longtime member and former chair of the Board of Directors of the Mercyhealth Development Foundation (formerly the Rockford Memorial Development Foundation), Dr. Smith has also served on the Rockford Health System Board and now the Mercyhealth Regional Board. He was Medical Staff President from 2011 – 2013, and has been a driving force in expanding the Foundation’s Physicians Circle. Additionally, Dr. Smith and his wife, Patty, have been loyal and generous donors to the Foundation, having achieved the prestigious Patron level of permanent Triumvirate membership.

Tell us about your medical career and what brought you to Mercyhealth?

Jeff: After attending medical school at the University of Illinois-Chicago, I did an Internal Medicine residency at Northwestern, along with Cardiac and Cardiac Electrophysiology Fellowships. In 1995, Dr. Terry Fisher recruited me to practice at Rockford Health System. My Cardiology partners, as well as the nurses and other staff, have been wonderful to work with, both in terms of friendliness, personality, and excellent quality of work. Coincidentally, one of my first jobs was mowing lawns on the hospital grounds summers during college.

What inspires you to give so generously of your time and treasure?

Jeff: We both feel it’s important to give back, something we learned from our parents who were very active in the community. The Foundation makes you feel good about giving, and you do it as much for your own pleasure. Our philosophy is that if you want things to improve, you have to get involved. You can either sit idly by and complain, or you can step up to the plate and do what you can to make things better.

What Foundation events do you like to attend?

Patty and Jeff: We look forward to the annual Triumvirate Recognition Society dinner. You get inspired by those philanthropists who came before us, and you always leave with a good feeling.

What do you do in your spare time?

Patty: I keep busy volunteering at my kids’ schools, for the Guilford High School Booster Club and as Marsh School PTO Past President. Other activities have included serving as Past President of the Junior League of Rockford, and on the Boards of the Discovery Center Museum and Riverfront Museum Park.

Any favorite travel destinations?

Patty: We like Colorado for skiing and Cozumel, Mexico, for the beach. Our family also enjoys boating and all water sports.

Tell us about your family.

Patty and Jeff: We were both raised in Rockford and, in fact, have known each other since childhood. Our three children include Maddie, a freshman at the University of Illinois; Cate, a junior at Guilford; and Mason, a 7th grader at Marshall. Jeff’s mother, Marty Smith, has been active with the Rockford Memorial Hospital Auxiliary as well as the Foundation’s Ambassadors group.

The Smiths have enjoyed participating in the annual Ambassadors’ Golf Play Day at Rockford Country Club.
Hospice and Home Health
We have teamed up with our Legacy Rockford and Legacy Mercy home health and hospice to combine their events into one large golf outing event.

Planned Giving
Our planned giving expert has been providing free service to Rockford area employee/partners and residents for four years. We will be expanding her expertise to Janesville and Walworth communities in the near future. Planned giving allows donors to give larger gifts than might be possible from their income alone, oftentimes through estate and tax planning methods. Planned giving is crucial for everyone to think about at every income level so you have a worry-free estate plan for your family. (If you would like more information, feel free to call the Foundation office at 815-971-4141.)

Recognition
We are evaluating all our recognition programs in order to ensure we are recognizing and thanking our loyal donors consistently across our communities.

Toy Drive
We are exploring new outreach opportunities such as expanding the successful Ambassadors’ Toy Drive among other efforts.

We will continue to keep you informed as our activities take shape. We look forward to working together to create a new legacy for the Mercyhealth Development Foundation. Please give Barbra Borner or Jennifer Johns any suggestions you may have regarding our activities by emailing them at bborner@mhealthmail.org or jjohns@mhealthmail.org. Thank you for your support! We are excited to continue our legacy together with a passion for making lives better.

Auxiliary Volunteer Manages Many Responsibilities

It didn’t take much arm twisting to persuade Paula Black to volunteer at the Rockford Memorial Hospital Auxiliary Thrift Shop. A self-proclaimed garage sale “junkie,” Paula enjoys sorting, pricing, and selling the donated merchandise at the shop which raises funds for needed hospital and community projects.

Over the past five years, Paula has logged in a total of 2200 hours of service as she volunteers two days a week at the Thrift Shop and one day at the Hospital Gift Shop. This January, she stepped up to the role of Auxiliary President, serving on the Gift and Thrift Shop and Scholarship Committees and representing the Auxiliary at the Mercyhealth Development Foundation meetings. She admits she’s enjoying her new leadership role as it gives her “a behind-the-scenes look at how decisions are made.”

Paula’s professional career was devoted to working with children, having taught for 18 years in Peoria and then serving as an elementary principal in the Winnebago School District for 15 years. “I thought it might be time to work with adults,” Paula teases, “and I really enjoy working with such a wonderful group of volunteers who give so generously of their personal time and talents.”

Her many other community activities include serving as President of the Women’s Guild at St. Mary’s Church in Pecatonica; Vice President of the Rockford Deanery Council of Catholic Women; Secretary of the Winnebago Library Friends group; Parish Representative on the Pecatonica Food Pantry Board; and an active member of Delta Kappa Gamma, an honorary education society.

When asked why she volunteers so much, Paula jokes, saying, “It gets me out of a lot of housekeeping and cooking responsibilities! Seriously, though, I’ve been so blessed with good health, family and friends, that I consider volunteering an active way of saying prayers of thanks.”

Paula’s family includes Ben, her husband of 47 years, three children and nine grandchildren, ages 1 to 13, who she says keep her life fun and busy with lots of family activities and youth sporting events.
Integrating Three Foundations
Continued from page 1

throughout northern Illinois and southern Wisconsin in the most meaningful way.

With our combined talent, we will be able to efficiently accomplish wonderful activities. We will maintain two offices — one in Janesville and one in Rockford — offering the best Foundation employee/partners to support the activities of our amazing donors and volunteers.

We have two major events dates to share with you, so mark your calendars! We will be hosting our spring House of Mercy Homeless Center Charity Ball on April 29, 2017, at the Country Club in Janesville, Wisconsin, and the always-inspiring Gala on September 30, 2017, at Giovanni’s in Rockford, Illinois.

You probably do not know much about the House of Mercy Homeless Center. Located in Janesville, the Center has sheltered close to 6,000 women, children and families since it opened in 1996 when Javon Bea, our President and CEO, recognized patients were coming into our Emergency Department with no address to give. The Center is one of the only health system-operated homeless centers in the nation.

I am very excited to begin a new era of giving as Mercyhealth Development Foundation. Thank you for partnering with us as we continue to make lives better in the communities we serve. I look forward to working with you to make our communities stronger, today and well into the future.

Warm regards,
Barbra Bortner

Angel Statue Ceremony Set for Dec. 6

The 14th Angel Statue of Hope Candlelight Vigil and Remembrance Ceremony will be held on Tuesday, Dec. 6, at 6 p.m., at the Angel Statue located in Waterside Park, corner of East State and Water Streets in downtown Rockford. The inspirational ceremony is held annually to help heal and comfort those who have lost a child. The program will include soloist Jodi Beach, testimonials, and a reception following the ceremony where refreshments will be served and harpist Lois Schlueter will perform. Participants are encouraged to bring a single, white flower to place at the base of the statue.

Wishbook Gifts Make Holidays Brighter

You can help bring warm wishes to our patients and families with a special gift to the Wishbook, the annual catalog of programs and services supported by the Mercyhealth Development Foundation. This year’s edition “One Wish” represents the coming together of all entities within Mercyhealth to bring good things to those we serve. “Little extras” such as blanket warmers and DVDs can make a big difference when you are ill or injured. Look for your copy of the Wishbook to arrive soon, and please consider making a gift this holiday season. Simply complete and return the reply form at the back of the Wishbook or contact the Foundation at 815-971-4141.

Physicians Circle members, along with Mercyhealth Development Foundation Board members and staff, gathered at Anderson Japanese Gardens on August 30 for a deck party at the final Tuesday Evening in the Gardens concert of the summer. The Foundation held this event as a thank you to the physicians who joined Physicians Circle in 2015, reaching a record-breaking total of 106 members. Watch for information coming soon on ways to be involved in early 2017.
Giving

Help us Bring Cheer to Young Patients at Ambassadors’ Holiday Toy Drive

The Ambassadors are once again getting ready to spread joy to pediatric patients at their annual Holiday Toy Drive on Thursday, Dec. 8. Festivities begin at 7:30 a.m. in Café 2400 of Rockford Memorial Hospital with breakfast, festive music from the Lola Bard Carolers, a live broadcast from WREX-TV, and a special visit from Santa!

You can help us reach our goal of raising funds and building piles of toys by:
- bringing new toys to the Toy Drive, to the Foundation office (please ask us for a list of suitable toys for our patients); and/or
- making a monetary donation as an individual or corporate sponsor by visiting mercyhealthfoundation2016toydrive.org or by calling the Foundation at 815-971-4141.

Mercyhealth is the region’s leader in caring for infants, children and adolescents. Offering the region’s only Pediatric Intensive Care Unit, the largest Pediatric Unit, and the only Level III (highest level) Neonatal Intensive Care Unit, we treat nearly 2,000 pediatric patients each year (not including healthy newborns). The new Mercyhealth Hospital and Trauma Center – Riverside Boulevard, due to open in January 2019, will further strengthen the care available to children from birth through age 18. The new facility will feature state-of-the-art technology along with a full range of pediatric subspecialties and a dedicated and highly trained team of professionals who provide expert care and emotional support to patients and their families.

Toys and monetary donations from the Toy Drive can make a tremendous difference to a child facing illness or injury. They help distract, soothe, and entertain young patients and help to occupy siblings who are visiting the hospital or outpatient clinics. Toys are distributed to waiting rooms in areas where children receive care, and are also given as gifts to hospitalized children, especially during the holidays.

Toy Drive dollars have also funded many other initiatives at Mercyhealth designed to enhance a child’s experience here including iPads for education and entertainment, pediatric diversion carts that bring fun and colorful toys and games to children cared for in the Emergency Department and Pediatric Cardiology, video games, special spa days, and new bicycle helmets for young patients treated in the Emergency Department who may not be able to afford them. Special equipment, such as the Vecta machine that helps relax children with a spectrum of colors and bubbles, and special areas of the pediatric playroom such as the teen space and medical play area, have also been made possible by Toy Drive donations.

“There are so many ways donors can feel good about their gifts to the Toy Drive especially knowing that they’re being used all year long to benefit children,” explains 2016 Toy Drive Co-Chair and Ambassador Anthony Cellitti. “We are so proud of the impact the Toy Drive has on the children we care for, and thank all the donors for their generosity.”

We hope you can join us on December 8 for this year’s Toy Drive. Please RSVP by November 30 to the Foundation office by calling 815-971-4141, or by emailing devfound@mhemail.org.

If you cannot attend, and would like to make a monetary gift, please visit: mercyhealthfoundation2016toydrive.org. The Foundation expresses its gratitude to all the individuals and corporations who have already contributed to this year’s Toy Drive.
Toys Aid in Young Patient’s Recovery

The Honorary Chair of this year’s Ambassadors’ Holiday Toy Drive is 11 year-old Alec Weavel, an active 6th grader at Winnebago Middle School. A few days before Christmas last year, Alec was diagnosed with diabetes, an autoimmune disease. It was devastating for Alec and his family to hear the news. “It was the last thing we would’ve expected, and Christmas preparations didn’t matter anymore,” Alec’s mother, Stacy Zell-Weavel, said. Stacy, a Child Life Specialist at Mercyhealth, is accustomed to supporting families in similar situations and helping them cope with a child’s illness and injury. Yet, it was different this time around as the patient was her own son. “He had to learn a whole new way of life in a couple of days,” Stacy said, explaining that Alec has to get seven injections of insulin each day, and sometimes an extra one at night, depending on his blood sugar levels.

During this period of adjustment for Alec, Stacy and her husband, Brian, said the most important thing they could do was “let him still be Alec.” This meant continuing to play hockey and baseball and be the active boy he was before the diagnosis. Another part of his routine was playing with toys and games. His parents recalled how the gift of a Lamborghini remote control car, donated through the Toy Drive, perked Alec up and lifted his spirits more than anything else could. “He realized that he still had choices and the ability to stay active and do the things he enjoyed doing. It helped him accept the diagnosis,” Stacy said. In addition to being fun to play with, toys and games can be a powerful tool in helping pediatric patients recover, motivating them to get up and move after surgery to visit the playroom and helping to normalize their situation while they are hospitalized. For more information on how you can get involved with the Ambassadors’ Holiday Toy Drive, visit: mercyhealthfoundation2016toydrive.org

Ambassadors’ Golf Play Day Swings for Success

It was a beautiful day on the links of Rockford Country Club as 115 golfers participated in the annual Ambassadors’ Golf Play Day.

The event, held on August 8, raised more than $22,000 to support women’s and children’s services at the new Mercyhealth Hospital and Trauma Center – Riverside Boulevard. Our Prime Sponsors Mortensen Construction and Rohlik Financial Group led the long list of businesses that generously supported this year’s Play Day. The Foundation extends its thanks to the many Ambassadors, volunteers, golfers, and sponsors who helped make the day so successful.
Giving

Reap the Benefits of Giving at Year-End

Making a charitable gift to the Mercyhealth Development Foundation by December 31, 2016, allows you to receive tremendous income tax savings when you itemize on your taxes. And, at the same time, you will gain the satisfaction of supporting the Health System and helping to serve the needs of your community.

People generally write checks during the last few months of the year. However, giving appreciated securities you have owned for more than one year can provide you with even MORE tax benefits than a gift by check.

- **Cash or Checks:** Your check is tax-deductible up to 50% of your adjusted gross income (AGI) in the year of the gift. If your gift is larger than 50% of your AGI, you can carry over the excess deduction for up to five additional years.

- **Appreciated Securities:** A gift of securities you have owned for more than one year provides extra tax benefits. You are eligible for an income tax deduction for the fair market value of your securities up to 30% of your AGI — with the same 5-year carry forward option as cash gifts. In addition, you avoid paying any tax on the increase in value of the securities since the time you acquired them.

### Timing and Deadlines

To ensure that your gift is eligible for a 2016 charitable income tax deduction, remember to:

- Mail your check so it is postmarked by December 31; or
- Complete the transfer of securities to us electronically.

You’ll need to give your professional advisor time to process the transaction, so avoid waiting until the end of December. For more information, contact Jennifer Johns, Mercyhealth Development Foundation Director, at 815-971-4141.

### Lower the Cost of Your Gift

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**Tax Tips**

- **Cash or Checks:** Your check is tax-deductible up to 50% of your adjusted gross income (AGI) in the year of the gift. If your gift is larger than 50% of your AGI, you can carry over the excess deduction for up to five additional years.

- **Appreciated Securities:** A gift of securities you have owned for more than one year provides extra tax benefits. You are eligible for an income tax deduction for the fair market value of your securities up to 30% of your AGI — with the same 5-year carry forward option as cash gifts. In addition, you avoid paying any tax on the increase in value of the securities since the time you acquired them.

John Hays, J.D., Senior Vice President, Thompson & Assoc.