

healthy roots

SERVING THE WESTERN PENNSYLVANIA HOSPITAL –
FORBES REGIONAL CAMPUS & FORBES HOSPICE

Family Values and Wealth – From Shirtsleeves to Shirtsleeves



Mary Lee Gannon

There's an old American saying regarding the impact of philanthropy on maintaining family values and wealth: "From shirtsleeves to shirtsleeves in three generations."

Not surprisingly this phrase became current during the "Robber Baron" era of the 1870s and 1880s when poor immigrants – such as Andrew Carnegie and John D. Rockefeller arrived in an industrial town, rolled up their sleeves to labor relentlessly, developed endless prosperity in some humble element they worked on – such as coal and coke.

Both Carnegie and Rockefeller, once they'd acquired their fortune, spent the rest of their lives dispersing it, in medical, educational and other philanthropic institutions which, to this day, are towering testaments to their families.

John D. Rockefeller's advice to his children was to give 10 percent of their income to charity, save 10 percent, and have fun spending the rest.

But many more smaller figures of the Robber Baron age made immense fortunes, were not of a generous or philanthropic nature, and handed the money on as a life belt to their children who then squandered it, so much so that the next generation had returned to the shirtsleeves in which their grandfathers had landed in the United States.

Hence the phrase: "From shirtsleeves to shirtsleeves in three generations."

There is a stunningly high failure rate that follows the transition of wealth to heirs. This is a worldwide phenomenon that hovers around the 70 percent level.

Financial planners today counsel clients on the value of philanthropy, a family mission, and planning to insure that family wealth continues to touch further generations of the family. But such planning is not only for

the wealthy. Instilling the value of caring for others and a generous spirit diminishes the potential of selfish squander.

Philanthropy is one of the major ties that bind families together both emotionally and financially over generations by teaching financial stewardship and the preservation of family values.

I try to put this philosophy to work within my own family which evolves less like the Carnegies and more like the Family Circus. I have explained the "From shirtsleeves to shirtsleeves" phenomenon to my four children, who are all still in high school and

college. Every Christmas one of their gifts is a certain amount of money for which they are to select a favorite charity to be the beneficiary of a donation of that amount in their name. At first they were quick to tell me that we are not wealthy, do not need to worry about selfish squandering and that they should donate the money to themselves. Sigh....

Over time the children have found fun in researching a favorite charity or cause on the internet. Most of the causes are centered on children - a good connection to their own lives.

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Art for Heart Winners

In anticipation of the opening of the Ed Dardanell Heart and Vascular Center, Forbes Health Foundation asked local fifth and sixth grade students to draw what it means to "Celebrate a Healthy Life." The finalists' artwork was displayed in the Hospital cafeteria, and employee voters selected the eight winners. Those eight students had their artwork made into note cards that were given as donor gifts in February, and each student also received a \$100 Series EE savings bond donated by Citizens Bank, Dollar Bank, National City Bank, Parkvale Bank and Forbes Health Foundation. The student artists and their families were honored at a pizza party reception at the Hospital.



Foundation board member Jim Hamilton congratulates "Art for Heart" winner Danny Gavlik at the Awards Reception.

Forbes Hospice Donor Profile – Leaving a Legacy

Murray “Murph” Klein could light up a room. An accomplished storyteller with a great sense of humor, he regularly entertained family and friends with his well-timed stories and jokes. People were drawn to his wit, wisdom and humility, and he valued his family and friends above any material possessions.

Murph was the youngest of three children in the Klein family. He was a graduate of the Wharton School of the University of Pennsylvania and served as a navigator for the U.S. Army Air Force during World War II. After the war, he met Patte, his future wife, and joined his father’s insurance business.

In addition to spending time with Patte and their pet cats, Murph enjoyed many hobbies. He was a fine tennis player and golfer and rarely missed an opportunity to take a saltwater fishing trip to the Florida Keys or Bahamas. After Patte passed away in 1993, he honed his skills as a card player and enjoyed frequent games of gin rummy with his friends.

In November 2005, Murph died peacefully in his sleep at the age of 90. He left a legacy of giving after his death, as his estate plan included very significant contributions to Forbes Hospice and five other charities.

While his family and friends miss Murph very much, they recall fondly his kindness, gentle nature and humility. He continues to brighten people’s lives through his donation to Forbes Hospice, where his generosity will never be forgotten.

You too can leave a legacy through a planned gift to Forbes Health Foundation. Call Mary Lee Gannon, president and CEO, at 412-858-2073 to discuss meaningful giving options that meet your family’s needs and satisfy your philanthropic goals or visit the Foundation’s Web site at www.forbeshealthfoundation.org.

Planned Gifts for a Later Time – The Dardanell Legacy Society

Donors designating Forbes Health Foundation in their estate plan are recognized as members of the “Dardanell Legacy Society.” If you wish to help insure quality health care for others by leaving a legacy gift in your will, please use the following language and know that your gift will touch many lives for years to come:

I give the sum of \$_____ or ___% of the residue of my estate [or describe the real or personal property] to the Forbes Health Foundation, 2570 Haymaker Road, Monroeville, PA 15146, for the support of The Western Pennsylvania Hospital – Forbes Regional Campus or Forbes Hospice.

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On Christmas Day the children and I make a tradition of delivering poinsettias provided by the generosity of Forbes Health Foundation donors to patients at Forbes Hospital. Doing this has truly become a special privilege every Christmas. Discussions about what friends got an iPhone, MP3 Player or iPod for Christmas come to a screeching halt when you see a family eating their Christmas dinner at the bedside of a sick loved one. Kind of puts it all in perspective.

At Forbes Health Foundation we are grateful to be witnessing a sharp increase in donations from the children of our current donors. It is no surprise that you are leaving a legacy of charity in your children. Bravo!

Sincerely,



Mary Lee Gannon, CAE
President and CEO
Forbes Health Foundation

Spreading Holiday Cheer to Forbes Patients



Pictured are Mary Lee’s children Maria, Andrea, Brianna and Max Mauro, all Forbes volunteers over the years, delivering poinsettias to patients at the Hospital on Christmas Day.

Annual Appeal Updates

Forbes Health Foundation sends a special thanks to the many donors that responded to the annual end-of-year appeals for The Western Pennsylvania Hospital – Forbes Regional Campus and Forbes Hospice. Once again this year, Annual Appeal Committee members signed letters to each donor, providing a more personalized appeal.

Results for the two campaigns have been overwhelmingly positive. **The Hospital’s Poinsettias and Plants for Patients program raised a total of \$11,494** and provided a pleasant holiday greeting for more than 300 hospital inpatients during the month of December. **The Forbes Hospice fall appeal raised \$59,587** which will fund important services for hospice patients and families facing an end-of-life journey.

HEALTHY ROOTS

Healthy Roots is published by Forbes Health Foundation, whose mission is to raise funds to advance quality health care at The Western Pennsylvania Hospital – Forbes Regional Campus and Forbes Hospice. For more information, please call 412-858-4472.

Mike Scoletti – Community Champion Award



Mike Scoletti, Jr.

Smith Barney senior vice president of investments and vice chairman of the Forbes Health Foundation board Michael Scoletti Jr. was recently named a Community Champion by the Pittsburgh Post-Gazette, Heinz Endowments and The Pittsburgh Foundation for his outstanding work with Forbes Health Foundation.

His diligence as chairman of the Hospital's Capital Campaign and vice chairman of the Foundation board led the charge that raised more than \$10 million to open the Hospital's Gerald McGinnis Emergency Department, the Women's and Infants' Care Center and the Ed Dardanell Heart and Vascular Center.

Mike is also chairman of the board of YMCA Camp Kon-O-Kwee/Spencer and is active in Mother Teresa Outreach at Mother of Sorrows Church in Murrysville. He and his wife Diane have traveled six times to Biloxi, Mississippi, to help Hurricane Katrina victims.

In the words of the Pittsburgh Post-Gazette, "His good deeds and professionalism make Mike a remarkable individual."

Capital Campaign Raises More than \$10 million Ed Dardanell Heart and Vascular Center Opens

The people of the eastern suburbs of Allegheny and Westmoreland Counties can now take comfort in knowing that lifesaving cardiothoracic and cardiovascular procedures are located just a heartbeat away. The Western Pennsylvania Hospital – Forbes Regional Campus opened the Ed Dardanell Heart and Vascular Center in March so that the community will no longer have to drive into the city or be transported out of the community in an emergency situation for their heart-care needs.



Ed Dardanell, center, is flanked by hospital officials at the opening of the Ed Dardanell Heart and Vascular center.

This dream became a reality thanks to Foundation donors who hold the Hospital close to their hearts. The generosity of Foundation board member Ed Dardanell and other donors resulted in \$10 million being raised for this \$24 million Center to *Redefine Community Medicine*.

As a resident of the eastern suburbs **Domenic Dozzi**, president of Jendoco Construction & Real Estate feels the \$50,000 pledge from his company helps enhance the quality of life to those who look to Forbes Regional Campus for their care. **"When considering a gift to Forbes, people need to think about what our community would be like without it,"** said Mr. Dozzi. "Forbes continues to look to the future to meet the changing needs of healthcare and it is a tremendous asset to our area."

Along with the generous donations provided by area residents and businesses, employees also give from the heart to support Forbes. **Sharon Lewis, RN**, director of Information Services at The Western Pennsylvania Hospital – Forbes Regional Campus has been a part of Forbes even before it opened its doors in 1978.

She is very active when it comes to fundraising activities at Forbes, chairing the employee capital campaign and supporting other Hospital fundraising events. **"Forbes has been my heart, my home, and everything to me,"** said Ms. Lewis. "I am dedicated to its success and I am proud to know that my donation will provide state-of-the-art technology, services and resources that my family and our community needs."

For more information on the new Ed Dardanell Heart and Vascular Center or to give a gift, please contact the Forbes Health Foundation at 412-858-4472.

Harmony Ball and Community of Care Awards



Mark your calendar for Forbes Health Foundation's sixth annual Harmony Ball, which will be held this year on **Friday, May 2nd at the Pittsburgh Marriott City Center**. This year's theme of "As Time Goes By" promises another exciting evening of music, dancing, and fine dining.

The Ball will also feature the second annual presentation of the Foundation's Community of Care Awards which includes the **Ed Dardanell Legacy Award**, the **Distinguished Service Award**, and the **Corporate Partner of the Year Award**. Details on these awards are on the Foundation website at www.forbeshealthfoundation.org.

Golf Classic Update

Forbes Health Foundation's 2007 Golf Classic was held on September 24, 2007, at Longue Vue Club. More than 100 golfers enjoyed a beautiful day on the course, and the Foundation raised nearly \$55,000 for the new Ed Dardanell Heart and Vascular Center at The Western Pennsylvania Hospital – Forbes Regional Campus.

Plan to join us for the 2008 Golf Classic, which will take place on Monday, September 22 at Longue Vue. Sponsorship packages will be mailed in June 2008 but may be reserved now by calling Forbes Health Foundation at 412-858-4472.



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Calendar of Events

April 2008
Tribute Tree
Campaigns

May 2, 2008
Harmony Ball and
Community of
Care Awards
Pittsburgh Marriott
City Center

September 22, 2008
Golf Classic
Longue Vue Club

November 2008
Poinsettias and Plants
for Patients Program

Board Appoints New Member



L.P. Gupta, president and founder of Gupta Permold, recently joined the Forbes Health Foundation Board of Directors.

Employee Campaign Kicks Off

The Forbes Health Foundation Employee Campaign is currently underway at The Western Pennsylvania Hospital – Forbes Regional Campus and Forbes Hospice. The campaign is championed by a team of employee volunteers led by Sharon Lewis, director of information systems at Forbes. At the employees' request, funds from this year's campaign may be directed to one of eight funds that benefit our patients and families. Over the past several years, 57 percent of Forbes employees have donated more than \$400,000 to hospital and hospice capital projects and clinical programs. The Foundation congratulates and thanks its employee donors for their commitment and generosity.

Awareness Event Hosted in Murrysville



Cardiothoracic surgeon Dr. Larry Sullivan Jr. and Vice Chairman of Anesthesiology Dr. Mark Taylor enjoy the hospitality of Richard and Nancy Kacin at a Hospital Capital Campaign Awareness Event at the couple's home this fall. The Campaign has raised more than \$10 million.