

November 17, 2011

Dear Physician:

From time-to-time a project comes along that can make a difference — one in which virtually everyone can participate in a meaningful way. For us, the new Physician Giving Campaign at Broward Health is one such project.

The message of this communication is direct and uncomplicated. It is a message in which we not only believe and support, but by example are visibly leading.

Our request to you is equally simple and straightforward. We are asking you to join us by making your contribution to the Physician Giving Campaign today. It won't surprise you to know that the purpose of the Broward Health Physician Giving Campaign is to secure funds to support the work of the Broward Health system — sustain the programs, buy the equipment, and enhance the facilities that each of us use and enjoy each day as we practice in and around Broward County.

This year, as a part of its new and growing program for increasing support, the Broward Health Foundation is working to establish Annual Fund programs that will generate giving on a yearly basis by local residents, businesses, employees, and yes, even by physicians. As members of the Steering Committee for this campaign we have been asked to provide advice and direction to the Foundation on how physicians can best participate, and as a result have identified priority areas at each facility where your gift can have the greatest impact (please see enclosed contribution form).

We are proud to participate in this inaugural Physician Giving Campaign because we, like many of you, care about the institutions we serve and believe we have a vested interest in the advancement of Broward Health. We believe as it succeeds, so will we.

**Please join us by giving generously and making your gift of \$1,000 or more to the inaugural Physician Giving Campaign today** by using the enclosed form, directing it to benefit the Broward Health program of your choice.

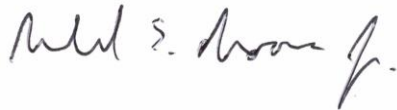
Some final thoughts to consider:

- Annual Fund gifts are given for current needs – no long-term pledges, just a gift TODAY! – Payable in full by June 30, 2012.
- Sending your check before the end of the current year will provide a charitable deduction that will, no doubt, be useful.
- As a donor to the 2011-2012 Physician Giving Campaign, your name will be displayed on the Physician's Wall of Honor (see enclosed brochure for details), will be listed in the Broward Health Foundation's Annual List of Donors and on the Foundation's website.
- Give to the hospitals because they are our community's hospitals.

Thank you for joining us in helping to create a new tradition at Broward Health...the Physician Giving Campaign! We look forward to acknowledging your gift soon.

With best wishes for a happy and healthy holiday season, we are,

Yours Sincerely,



Ronald Moore, M.D.  
Broward General Medical Center



Armand Rodriguez, M.D.  
Imperial Point Medical Center



Michele Markley, M.D.  
Chris Evert Children's Hospital



Darren Hoffberger, D.O.  
North Broward Medical Center



Carrie Greenspan, M.D.  
Coral Springs Medical Center



Morris Guthrie, M.D.  
Broward Health Weston