

REPORT TO THE COMMUNITY - FISCAL YEAR 2017

Below, please find an overview of the Foundation's recently completed fiscal year ending June 30, 2017. We started the year with an amazing \$1 million gift from Barbara Wells and the Lillian S. Wells Foundation to name the new Neurological Institute at Broward Health North. More details about that project will be shared later in this report.

Traditionally, after a large capital campaign, nonprofits experience a year of transition as donors continue to pay pledge payments. We were very fortunate last year to successfully complete the *KIDS* Campaign and rename the children's hospital, but we did experience a shortfall this year. However, we were pleased to be able to keep our donors engaged and anticipate the transition to have less of an impact as we move forward into FY18.

Being able to clearly demonstrate that the funds we raise are directed according to donor intent has been a steadfast focus of the Foundation and has served us well again this year. A prime example of this is the recently completed 7th and 8th floors of the Salah Foundation Children's Hospital. To see the plans come to fruition and to witness first-hand the care and attention to detail that has been given to this project should make everyone that contributed, proud. The Salah Foundation Children's Hospital will be a permanent gift to our community. A huge thank you must be given to our board of directors for their leadership and unwavering support of our mission. The Foundation also continues to have the most dedicated and hardworking staff. This talented team is a pleasure to work with every day.

FINANCIALS

- **Overall Contributions.**

FY 2017 contributions total \$2,838,813.56 on \$4,185,000 budget.

- **Expenses**

We have worked diligently to decrease expenses each year and we believe they will total around \$1.2 million as of June 30th, which is under budget.

Disbursements. These represent the funds we have directed back to the System in support of programs for which these funds were designated as these requests come forward from the hospitals/programs in the System. Over \$2.5 million was allocated to capital projects and equipment and non-capital purchases throughout Broward Health. In addition to these allocations, the Foundation also intended to release \$6.3 million in FY2017 from the *KIDS* Campaign for the renovation and expansion of the children's hospital, but will be released in early FY2018.

PROGRAMS

- **Major Gifts:** Over the last year, even after securing a tremendous amount of major gifts directed to our *KIDS* Campaign, we were still able to secure 54 major gifts, which are gifts of \$10,000 or more. It is important to note that a great majority of our gifts came from people that have never before supported Broward Health Foundation. The Foundation directed its attention to two special gift efforts: the Neurological Institute at Broward Health North and

the Neonatal Intensive Care Unit at Broward Health Coral Springs. We exceeded budget with respect to the Neurological Center project and thank Maureen Canada for stepping up to serve as campaign chair for this important initiative. Impressive collaterals were created and our campaign plan is being executed. The proceeds from the paddle bid at the Sunshine Health Broward Health Ball were directed to this project and \$79,000 was raised. Showcasing this project at the Ball was an important step in educating the community about this campaign. We were not as successful with our other initiative, the renovation of the Neonatal Intensive Care Unit at Broward Health Coral Springs, but Dr. Arlene Boykin has stepped up to serve as our campaign chair, and with her leadership, several of the naming opportunities for this project have been sold. We anticipate greater success in the new fiscal year.

- **Employee Giving:** The 8th annual Employee Giving Campaign was another success raising \$171,000 from employees across the Broward Health system. Over 8 years, this campaign has raised more than \$1,585,000. The committees at the hospitals did an outstanding job in promoting the campaign, as well as planning special events to get more employees involved. It is incredibly impressive to see employees come together for this effort and each year we see the committees become more active and excited about the campaign. The Foundation continued to maintain a high level of employee President's Council members with 42 employees contributing \$1,000 or more this year.
- **Physician Giving Campaign.** This program provided many challenges and experienced a decrease in overall dollars raised (\$20,000 this year compared to \$31,000 last year). However, there is great potential to build this area and with the new Broward Health leadership, we anticipate that physician confidence will be on the rise. We will continue to recognize Physician gifts on a "Wall of Honor" in the lobby of each of the hospitals and at Weston, and in a full-page ad in the *Society* section of the Sun-Sentinel. It is also important to note that many physicians choose to contribute through special gift efforts available through the Foundation's various major gift campaigns. An additional \$80,000 was raised through gifts and pledges this year from physicians throughout our community.
- **Healthcare Heroes.** Since its inception just four years ago, close to \$40,000 has been raised through our Healthcare Heroes program. This program is the ideal way for a patient and/or family to recognize the quality care provided by their health care provider in a very visible way. Healthcare Hero pins have been distributed to designees and System-wide emails are sent sharing the names of those recognized. The names are also publicized on the Foundation's website and we also notify the Healthcare Heroes' managers and CEOs about the honor. We look forward to building this program by having more direct contact with clinical staff and guest relations managers, so we can work collaboratively to better promote this program.
- **President's Council.** This program recognizes annual gifts of \$1,000+, regardless of the program through which it was received. This year, the program's total gifts were \$2,565,047. The number of contributors remained in the same range as the previous year (300 this year and 340 last year.) These contributors will continue to be recognized on the "Walls of Honor" displayed in each Broward Health Hospital and in a full-page ad in the *Society* section of the Sun-Sentinel. Additionally, a donor recognition event is held in the fall at the Pier Top Lounge at the Hyatt Regency Pier Sixty-Six Resort. The event provides the

opportunity for the Foundation to personally thank these donors for their commitment to Broward Health.

- **Young President's Council.** The group of young professionals, ages 45 and under, fulfilled its \$500,000 pledge to the *KIDS* Campaign by raising more than \$100,000 during this year's Barefoot on the Beach. We were fortunate to have Nelmarie Bowe, project manager with Skanska USA Building, Inc. and Jason Lohr with Wells Fargo Advisors serve as co-chairs of this committee. The nurse's station on the 7th floor pediatric intensive care unit of the Salah Foundation Children's Hospital has been named for the Young President's Council.
- **Business Council.** Our corporate donors continue to enjoy the benefits of membership associated with the Business Council. They appreciate being asked only one time every year to support our programs and initiatives. We held our 3rd successful reception at Broward Health Imperial Point in July 2016 and there are currently 82 members that support us through sponsorships, table purchases, program support or event participation. Many of our corporate donors have encouraged their colleagues to support us as well and we anticipate additional growth in the coming year. This year, the Business Council raised \$979,000.
- **Special Events.** There are two types of fund raising events in which the Foundation is involved – those where the Foundation is a direct participant and presents the event, and those where other companies/organizations present the event with the Foundation the recipient of funds raised. Below are articulations of both.
 - ✓ **Foundation Events.**
 - **Foundation Golf Tournament.** Organized once again by employees of Broward Health, this year's 25th Annual Tournament raised \$115,000 to benefit Woman's Services at Broward Health Coral Springs. It was decided that this will be the last year of the tournament after 25 years and we will now encourage those that participated in the tournament, to direct their support our other two events, Barefoot on the Beach and the Broward Health Ball. The Foundation extends a sincere thank you to Lori Perlman and Kathy Collins for co-chairing the tournament again this year.
 - **Barefoot on the Beach:** The weather was beautiful at the Young President's Council's Annual Barefoot on the Beach. Completing its 5th year, the event once again welcomed Pediatrix Medical Group as its title sponsor and Aramark Healthcare as the presenting sponsor in addition to several other sponsors. The event raised \$100,335 and guests enjoyed the beach, delicious food, music and dancing. As we move forward in planning the 2018 event, the committee will increase sponsor opportunities. While it's a terrific event and growing in popularity, we have learned that the costs are high due to the necessary lighting of the beach area, and the food at the facility. Overall, this is a one-of-a-kind event with tremendous opportunities.

➤ Foundation Ball. Our fifth annual System-wide Black Tie Ball was a resounding success. Raising more than \$700,000, the Sunshine Health Broward Health Ball allowed all of our hospitals to benefit by funding specific initiatives that included:

- Construction of a new 6,000 square foot cardiac center at Broward Health Imperial Point;
- Construction of a new Lillian S. Wells Neurological Institute, as well as the renovation of the Outpatient Lobby at Broward Health North;
- Renovation of the Intensive Care Unit at Broward Health Coral Springs; and
- Purchase of the interactive patient care system “Getwell” at Broward Health Medical Center.

The evening’s live auction paddle bid raised \$79,195 for the Lillian S. Wells Neurological Institute. Our expenses were \$283,000, which included over \$109,000 of in-kind donations from Seminole Hard Rock and Lifestyle Media. These donations offset our expenses and therefore created an even better event experience. With an ROI of almost 3:1, this was a very successful event for the Foundation, due in no small part to the work of many volunteers from the community, including those from the American Heritage School, the entire Foundation staff, and Broward Health staff. Being the 5th year of the Ball, we recognized several major donors that have supported the Foundation with gifts of one million or more which included The Salah Foundation, Mednax, Emcare, Lillian S. Wells Foundation, and Lorraine Thomas. We produced a video that showcased all of the successful projects that the Foundation has brought to fruition. It was wonderful to see so much success and to be able to celebrate it at the Ball. The 600 attendees, danced until midnight, confirming the Ball was once again the social event of the season.

- ✓ Special Events - the Foundation took a lead role in the execution of several recognition events throughout the year.
- Annual Donor Recognition Event- Our donors that support the Foundation annually with a gift of \$1000 or more, always enjoy this spectacular reception at the Hyatt Regency Pier 66. Our Foundation board of directors and staff look forward to this opportunity to personally thank our donors for their generous support. This year we welcomed more than 150 guests to this wonderful celebration.
- ✓ Third Party Events.

- Glam-A-Thon. The Foundation was very fortunate to partner with the Glam-A-Thon organization for the sixth year to raise funds to help underwrite the needs of women who access both the Lillian S. Wells Women's Center at Broward Health Medical Center and the Lisa Boccard Breast Cancer Fund at Broward Health Coral Springs. The Glam-A-Thon organization contributed \$85,000 to the Broward Health Foundation for both centers, and continues to support the needs of many women throughout the year. Glam-a-thon has helped Broward Health provide diagnosis, treatment and assistance to women in our community that otherwise would not have access to care in their battle with breast cancer. In addition to our Employee Giving Campaign and United Way Campaign, Glam-a-thon is the only other system wide event that we encourage all employees to support. The Broward Health High Healers team raised more than \$20,000 of the overall \$85,000 received from Glam-a-thon events. Since our partnership began, Glam-a-thon has donated \$500,000 to Broward Health Foundation.
- Runs. The 11th Annual 5K for a Better Day, organized by the American Heritage School Pre-Med Club, brought over 300 runners to Sunset Park in Plantation the Broward Health Medical Center campus and raised more than \$4,500 for pediatric cancer patients. The Race for Women's Wellness 5K raised over \$40,530 to benefit the Broward Health Coral Springs Lisa Boccard Breast Cancer fund, and the Weston July 4th 5K raised over \$14,590 to benefit Broward Health Weston.
- Ticket Sales. More than \$13,000 was raised from tickets sales for shows at the Broward Center for the Performing Arts along with proceeds from Miami Heat and Miami Dolphins games.

STRATEGIC PLAN

The Foundation completed the final year of the strategic plan implemented in FY 15. The Board will review the results of the recently completed third year of the Plan and provide strategic direction moving forward.

VOLUNTEER LEADERSHIP

Board of Directors. Thank you to the 2017 Foundation Board of Directors: Chairman Nathan Landsbaum, Vice Chair Mitch Welin, Secretary David H. Ring Jr., MD, Treasurer Kyle Boos; Immediate Past Chair Robert Birdsong, Maureen Spieker Canada, Tatiana Eyzaguirre, Anita R. Finley, Douglas Ford, MD, Joel K. Gustafson, Rosy Lopez, Ken Ortner, Ahmed F. Osman, MD, Eduardo A. Otero, MD, Patricia Rowe-King, MD, Mark D. Sprada, Christopher T. Ure, Dan M. Westphal, MD, Kevin Fusco, Mouji Linarez-Castillo, and Peter Anderson.

Advisory Board. In May, the 2nd annual meeting of the Advisory Board was held and an overview of the year was provided. Thank you to our Advisory Board Chair Sam Nimah and board members: William Mahoney, Doug McCraw, W. Scott Parker, Sr., Carlos Pulido, MD, Noreen Salah-Burpee, Eris Sandler, Susan Renneisen, Traci Allyn Shur, Kim Sweers, Lorraine Thomas, Gerald Weber, Barbara Wells, Kathleen Windridge, Michelle Geroni, Steven Hudson, Jerome Hutchinson, Jr., Robert Judd, Esq., Patrick and Karin Kerney. The group decided that they will hold 2 meetings per year moving forward and there were several new members added to serve in the upcoming year. The group will focus on sharing information on our projects and programs with the community.

EXTERNAL COMMUNICATION

- **Collaterals.** The Foundation continues to review and update its current collaterals as well as to develop additional ones for new programs. Currently the Foundation's collaterals include:
 - ✓ Annual Gifts
 - ✓ Business Council
 - ✓ Employee Giving
 - ✓ Healthcare Heroes
 - ✓ Physician Giving
 - ✓ J.D. Camp Sr. Society
 - ✓ Lillian S. Wells Neuroscience Project at Broward Health North
 - ✓ Neonatal Intensive Care Renovation Project at Broward Health Coral Springs

OPERATIONS

The Foundation continues to invest in technology that will better enable it to provide information to support its ongoing programs. In addition, we continue to refine our system on recording gifts and the reporting systems that are critical to evaluating current programs and preparing for the future.

That sums up this year's Foundation efforts and our successes. We are excited about our future and continue to be grateful for all you do for the Foundation on a daily basis. We, of course, appreciate all you have done and look forward to your continued leadership and direction moving forward.