2016 Philanthropy Report
Celebrating 100 Years of Philanthropy

Morton Plant Mease Health Care Foundation
Letter from Our Foundation Chairman

Morton Plant Mease Health Care Foundation Supporters,

In honor of Morton Plant Hospital’s 100th anniversary, the Foundation is celebrating “100 Years of Philanthropy” across all hospitals in the Morton Plant Mease family.

Looking back, as our community hospitals took root, the community health needs grew in quantity and sophistication. The hospital foundations were called upon, from the very start, to help raise money to meet those needs. Fortunately, there were always members of the community who recognized the value of having local, not-for-profit hospitals in their midst. And, of course, while some things change, some things stay the same. Today, Morton Plant Mease Health Care Foundation supports all the hospitals of Morton Plant Mease, which includes Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and Morton Plant North Bay Hospital.

The legacy of care for families in our local communities has a lasting impact that weaves through the tapestries of our hospitals' histories and their successes, which are ultimately measured only by the health of the community we serve. Never doubt that you are making a difference when you donate your talent, time and treasure — your generosity to the hospitals of Morton Plant Mease will most certainly endure the test of time.

Thank you for an incredible past and an exciting future!

Steven L. Cass
Chairman, Morton Plant Mease Health Care Foundation

Former and current administrators of Morton Plant Hospital celebrate its 100th Anniversary. From left to right: Duane Houtz, Hal Ziecheck, Glenn Waters, Frank Murphy, Philip Beauchamp, Kris Hoce
Reflections from the President

Dearest Supporter,

If I asked you to think about lessons you’ve learned from the past, what would you say? As I reflect on the past year, then decade, and then century of philanthropy that has built the hospitals of Morton Plant Mease, I am learning many lessons.

Philanthropists Pay It Forward

Your investment today builds upon the generosity of past donors and compounds the possibilities they envisioned. Similarly, your gifts today will create strong building blocks to help the hospitals realize even greater potential in the future.

The new Doyle Tower is the latest example of the community’s financial commitment. It will house a new orthopedic wing, new surgery suites, the Sarah Walker Women’s Center, Dimmitt Family Auditorium, Ellen Cotton Lobby, Etheridge Family Garden and many more private rooms.

Your Giving Makes a Difference

When you make a gift to Morton Plant Mease Health Care Foundation, you can be confident that your donation is being reinvested back into your community hospitals and the patients we serve. In the continued practice of excellent stewardship, we recently added three new grant criteria to expand the power of our donors’ gifts.

Thank you for your continued support. While it is meaningful to look back, I hope you will join me in looking forward as we continue to build a strong future for our hospitals. Your gifts fill a great need in our communities and open doors for the future.

Your philanthropy matters!

Ernestine Morgan, CFRE
President and CEO, Morton Plant Mease Health Care Foundation

The Next 100 Years of Philanthropy: Doyle Tower

Opening in mid-2017, the new four-story Doyle Tower is the centerpiece of a transformation to help Morton Plant Hospital meet the community’s health care needs for the future. The new tower, located on the east side of the main hospital, will feature private rooms, an additional main entrance to the hospital and new surgical, women’s and orthopedic platforms. The tower will also provide iMRI technology for our neurosurgeons, thanks to benefactors Kate Tiedemann and Ellen Cotton. The new tower is named in honor of Foundation benefactor Roz Doyle for her support of the hospital’s commitment to improving the health of the community.
Transforming Health Care Through Philanthropy

Thanks to the community’s philanthropic generosity, 2016 was quite a memorable year that included granting $7.1 million to your not-for-profit hospitals of Morton Plant Mease to fund more than 40 programs and 10 capital projects. Your gifts continue a legacy of 100 Years of Philanthropy and contribute to life-saving programs and technologies that have revolutionized patient care.

Foundation Grants to Morton Plant Mease in 2016: $7.1 million

- Doyle Tower: $3,000,000
- Women’s and Children’s: $40,000
- Capital Technology: $700,000
- Alzheimer’s Research: $40,000
- Volunteer Services: $50,000
- Family Care Fund: $180,000
- Spirituality and Healing: $250,000
- Physician Engagement: $575,000
- Outreach: $850,000
- Cancer Care: $485,000
- Heart Care: $330,000
- Emergency Requests: $100,000
- Patient Care: $500,000
- Outreach: $850,000
- Volunteer Services: $50,000
**Alzheimer’s Research**
The Madonna Ptak Center for Alzheimer’s and Memory Loss offers the latest medication options and research trial opportunities. Coupled with patient and family support services, this center is dedicated to quality of life issues for families living with Alzheimer’s disease and other memory loss conditions.

**Cancer Care**
We understand that cancer is more than a medical condition. Our hospitals offer a myriad of support services to cancer patients so they may learn about the latest treatment advances, find ways to heal the mind, body and spirit, and gain solace from others who know exactly what it is like to have cancer.

**Capital Technology**
Intraoperative magnetic resonance imaging (iMRI) technology provides neurosurgeons real-time views of the brain during surgery, allowing them to detect abnormal issues and remove brain tumors safely and effectively. iMRI is made possible thanks to benefactors Kate Tiedemann and Ellen Cotton.

**Doyle Tower**
The new four-story Doyle Tower, scheduled to open in 2017, will feature private rooms, an additional main entrance to the hospital, a new surgical center, a new women’s wing and new orthopedic units. The new tower is named in honor of benefactor Roz Doyle for her transformational gift.

**Heart Care**
As we celebrate Morgan Heart Hospital’s 10th Anniversary, many accomplishments have helped lead our cardiovascular program to be one of the best in the country. No other hospital in the nation has been named a Truven Health Analytics Top 100 Hospital for Cardiovascular Care as often as Morton Plant has—15 times.

**Outreach**
Through grants to our hospitals, we believe in providing financial support to our many community outreach partnerships. This outreach significantly helps the needs of the uninsured and underinsured individuals living in our community to lead healthier lives and reduce nonemergent Emergency Department visits.

**Patient Care**
Thanks to programs like the Dr. George Morris Earn As You Learn Nursing Program and the Lois Odence Planters Endowment, your support goes a long way toward enhancing the recognition, education, retention and recruitment initiatives for our 2,000 nurses.

**Physician Engagement**
We're proud to honor our medical staff for their dedication and commitment to providing outstanding care. Our community helps fund the Family Medicine Residency program at the Turley Family Health Center that provides physician education and clinical training for 24 residents each year.

**Spirituality and Healing**
Our Palliative Care program offers a holistic approach to relieving the pain, suffering and stress for patients experiencing chronic illness with emotional, psychosocial and spiritual support. The focus of this approach is on providing compassionate, specialized attention to the needs of patients and their families.
Working Together for a Healthier Tomorrow

Members of our esteemed giving societies play an active role in our mission to improve the health and wellness of our community by investing in high-quality, compassionate care. Each year, gifts from our members collectively represent more than $1.5 million in unrestricted support to our not-for-profit hospitals. To learn more about our giving societies, contact Alicia Coppley, development manager, at (727) 461-8626 or alicia.coppley@baycare.org.

The Adler Legacy Society was established to honor the philanthropic tradition of William and Elizabeth Adler who, at the time, were the first to have made major financial gifts to Morton Plant Hospital and our community through their estate.

The Arbor Vitae Society is dedicated to the continued growth of Mease Countryside and Mease Dunedin hospitals. The organization’s roots represent the years of dedication to making superior health care available in northern Pinellas County.

The Corporate Associates of Morton Plant Mease Health Care Foundation represent business and community leaders who invest their time, talent and financial resources to promote superior health care in our community.

Gold Circle Society members provide a continuous circle of giving to support new health initiatives and cutting-edge technology that each resident and patient deserves at Morton Plant North Bay Hospital.

The Men’s Giving Circle is a group of forward-thinking gentlemen who care deeply about improving the quality of health care in our community and gather to discuss men’s health issues.

In 2001, the Lois Odence Endowment was established with gifts made in memory of Mrs. Odence, a Planters founder. Each year, scholarships are awarded to nursing students at the hospitals of Morton Plant Mease.

This dynamic group of young professionals is dedicated to advancing the future of health care at the hospitals of Morton Plant Mease. Their community outreach focuses on the hospitals’ emergency services and pediatric care.

With a mission to inspire and empower women to fulfill their philanthropic potential by improving the quality of health care in our community, more than 150 women gather annually to collectively decide where their giving will be used within our hospitals.
Our Mission
Morton Plant Mease Health Care Foundation is committed to supporting the hospitals of Morton Plant Mease to improve the health and wellness of our community by inspiring people to invest in high-quality, compassionate care.

Our Values
The values of the Morton Plant Mease Health Care Foundation family are integrity, compassion, respect, responsibility, trust and excellence.

Our Vision
Morton Plant Mease Health Care Foundation will be the leader in promoting initiatives that deliver exceptional health care in Pinellas and Pasco counties. We will be a catalyst for improving the health of the communities we serve.

Charity Navigator: 4-Star Charity
Morton Plant Mease Health Care Foundation's strong financial health and commitment to accountability and transparency have earned a 4-star rating from Charity Navigator, America's largest independent charity evaluator. This is the first time that Morton Plant Mease Health Care Foundation has earned this top distinction.

Since 2002, using objective analysis, Charity Navigator has awarded only the most fiscally responsible organizations a 4-star rating. In 2011, Charity Navigator added 17 metrics, focused on governance and ethical practices, as well as measures of openness, to its ratings methodology. These accountability and transparency metrics, which account for 50 percent of a charity’s overall rating, reveal which charities operate in accordance with industry best practices and whether they are open with their donors and stakeholders.

“Morton Plant Mease Health Care Foundation’s exceptional 4-star rating sets it apart from its peers and demonstrates its trustworthiness to the public,” according to Michael Thatcher, president and CEO of Charity Navigator. “Only a quarter of charities rated by Charity Navigator receive the distinction of our 4-star rating. This adds Morton Plant Mease Health Care Foundation to a preeminent group of charities working to overcome our world’s most pressing challenges. Based on its 4-star rating, people can trust that their donations are going to a financially responsible and ethical charity when they decide to support Morton Plant Mease Health Care Foundation.”
Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

I. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes

II. To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities

III. To have access to the organization’s most recent financial statements

IV. To be assured their gifts will be used for the purposes for which they were given

V. To receive appropriate acknowledgement and recognition

VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law

VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature

VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors

IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share

X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers

The Donor Bill of Rights was created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.