



2010
Annual
Report





Aurora Health Care Foundation

Philanthropy provides vital funding support for our not-for-profit health care system. Aurora Health Care Foundation stewards charitable contributions from individuals, families, corporations and foundations. The foundation advances Aurora's purpose and supports our vision of providing people with better health care than they can get anywhere else.

Each day, the caregivers of Aurora Health Care meet the medical needs of people who are at many different stages of life. During the past year, challenging economic times were reflected in growing numbers of children, families and adults who rely on us for their care.

The support of our donors enables us to:

- Help at-risk expectant mothers to deliver a healthy baby and provide follow-up support so their newborn has a good start in life
- Ensure the final journey of hospice patients and their families is compassionate and comfortable
- Provide hope for cancer and heart patients through unique treatments and support programs
- Equip our facilities with the most-advanced technology to save lives and improve patient care
- Fund research that benefits patients and advances understanding of disease prevention, diagnosis and treatment

The generosity of individual donors, corporations and foundations, and thousands of active volunteers, combine to make a significant difference for the individuals and communities we serve each day across eastern Wisconsin and northern Illinois.

We're fortunate to have the support of generous donors who recognize the importance of our work. Their contributions help sustain our level of excellence, enhance valuable programs and services, and make it easier for patients to access vital services.

On behalf of the many patients and families who have benefited from our donors' generosity, we extend our heartfelt thanks and gratitude.





One impact story

The PNC Healing Garden at Aurora Sinai Medical Center

In 2009, PNC Bank pledged \$75,000 to Aurora Sinai Medical Center to create a green roof at the hospital. The final payment on this pledge was received in 2010, and the installation of the garden began.

Before being transformed into the PNC Healing Garden, the 3,000-square-foot space was unremarkable and covered with stone. Now, patients, visitors and caregivers notice something new on the rooftop of the second floor. With help from PNC Bank and other donors, including the Milwaukee Metropolitan Sewage District, the Women's Health department and other caregivers, 1,341 individual garden trays were installed with more than 40 different plant varieties.

George Hinton, vice president and chief administrative officer of Aurora Sinai Medical Center, said, "The PNC Healing Garden has many advantages that not only help the environment, but also benefit the patients and caregivers of Aurora Sinai Medical Center. We appreciate the support of PNC and their commitment to the people we serve by making such a generous contribution. The PNC gift, combined with the generosity of the community and our own caregivers helped to make this wonderful addition to our hospital a reality."

The 4- to 6-inch soil depth on the rooftop healing garden acts like a sponge and absorbs excess rain water, which helps to reduce polluted stormwater runoff by retaining water where it falls. Designed to absorb up to 80 percent of the annual rainfall, the PNC Healing Garden will reduce stormwater runoff that often leads to flooding, erosion and artificial heating of water. Reducing this activity helps preserve fisheries and other aquatic life. PNC is no stranger to going "green." They were the first major U.S. bank to design and build environmentally friendly LEED-certified bank branches in the United States, and has the trademark on the term Green Branch®.

PNC's green building strategies focus on reducing environmental impact, as well as improving customer and employee comfort and satisfaction by implementing specific green measures. Among these green features are:

- Energy, lighting and water efficiency
- Selection of building materials that are regionally manufactured, made from recycled or green materials
- Improved indoor air quality through the use of healthier paints, adhesives and interior-finish products

When asked why PNC chose to support the Healing Garden at Aurora Sinai, Chad Tessmer, director of client and community relations at PNC Bank, said, "The PNC Healing Garden offers



physical and psychological relief from stress by providing patients and families with views of natural scenes, the result of which will foster positive feelings and reduce negative emotion. Equally important, the live roof is consistent with PNC and Aurora's shared emphasis and legacy of environmentally focused practices that will reduce energy bills, control rainwater runoff, and decrease the urban heat-island effect – all while providing a beautiful healing vista. When the PNC rooftop garden is in full bloom, we encourage everyone to enjoy the experience."

PNC's generosity in supporting Aurora is an example of the strong corporate partnership Aurora Health Care Foundation enjoys with a number of companies.



Making a difference in the lives of others

Why donors give

There are many reasons why people chose to give to the Aurora Health Care Foundation in 2010. Many were so positively impacted by the care we provide, that they wanted to support our work with a gift. Others saw our work impact the lives of loved ones and the community. Whatever the reason, we are grateful for their support.

Four donors explain why they were motivated to give.

Tendick family support is multigenerational

Aurora St. Luke's offers tranquil retreat

Patients and visitors at Aurora St. Luke's Medical Center have a peaceful, tranquil retreat thanks to the generosity and vision of dedicated donors.

Located on the eighth floor rooftop, the 14,000-square-foot garden offers calming views of nature year-round, with a 4,000-square-foot conservatory housing trees, shrubs and flowers. The green roof aspects of the garden's construction also contribute to the environment, with a healthier air quality and retention of stormwater.

Designed with ideas from patients and caregivers, the healing garden adds another element to patient care – emotional and spiritual relief for patients, visitors and caregivers. The dramatic space also affords panoramic views of the Milwaukee skyline, Lake Michigan and Miller Park.

One of the major donors to the project, Don Tendick Jr., chaired the design committee. The Tendick family's involvement continues as a multigenerational legacy of dedication and support to Aurora St. Luke's.

“Our family's involvement with Aurora St. Luke's began with my parents, Donald Sr. and Rosemary, in the late 1980s, and my father's position as chair of the Executive Committee of Vince Lombardi Charitable Funds,” said Don. “After receiving treatment for a heart issue, my father became very attached to St. Luke's and saw firsthand the need to support its work in the community. The Tendick Center heart transplant area was dedicated in their names in 2003.

My parents' philanthropic efforts had a profound effect on me, and I followed my father's footsteps into involvement with Aurora St. Luke's. My wife, Kathy, and I cemented our dedication to St. Luke's after her extraordinary care during both cancer and neurological illnesses. Our sons, Kyle and Donald III (Trace), and his wife, Katie, have begun their philanthropic support of St. Luke's, marking three generations of giving.

When the concept of the healing garden was proposed, I was delighted and honored to chair the design committee. I am so proud of the work that was done by the incredibly dedicated members. This very special place is available for everyone to use – patients, caregivers, community members – everyone! It's a wonderful area for healing, meditation, spiritual renewal and rehabilitation. Visitors gain a sense of strength and faith, and it changes the entire feeling of being in a hospital setting.

When our family needed care, Aurora was there for us. We continue our financial support to the Aurora Health Care Foundation, particularly the programs and services offered at Aurora St. Luke's, to help sustain and ensure their continued availability to the residents of southeastern Wisconsin.”



Making a difference in the lives of others

Kim O’Keefe

Giving back at Aurora Lakeland Medical Center

“I first visited Aurora Lakeland Medical Center in the 1960s with my father, who was a physician at the hospital. Since then, the hospital has taken care of me and my family in many ways – Emergency Department visits, rehabilitation after surgeries, clinic visits and other hospitalizations.

Fourteen years ago, after battling cancer, I joined three high school friends who lost parents to cancer. We wanted to make a difference and give back to our community, specifically Aurora Lakeland Medical Center – Vince Lombardi Cancer Clinic. We wanted to give other cancer patients a better experience during their treatments. To date, we have raised and donated \$405,000 for the exclusive benefit of Vince Lombardi Cancer Clinic in Elkhorn.



With Aurora’s network of state-of-the-art facilities and health care workers, I am assured of the very best treatment

possible. I want the best for my family and I take pride in giving back and helping to make the best care available for my community.”

Dawn and Joe Colwin

In honor of recovery

“The people at Aurora’s Dewey Center for addiction treatment really believe in what they’re doing and, for us, that has meant everything.

Dawn and I have been able to put the pieces of our lives together and understand



more deeply our commitment to one another over the time we’ve been associated with Dewey. The staff has had a profound impact on our lives in more ways than can be expressed.

We give to honor those who began their recovery journey at Dewey before us. We give to provide an opportunity for those who will come after us so that they find the understanding and support in their struggle to free themselves from addiction that we experienced at Dewey. We give because we have received so very much.”

“As a donor it can be difficult to decide where to devote your philanthropic resources. But because of the Aurora Health Care Foundation, the choice was easy for me.



It is one of those truly rare organizations that makes a difference in the lives of those around us. The foundation is a gift to the community.”

Wally Waldhart, ACUITY

Resident of Sheboygan and an Aurora Health Care Foundation donor since 1997



2010 Annual Report

To view the complete 2010 annual report, including video segments, visit Aurora.org/FoundationReport.

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 **Aurora Health Care Foundation**[®]

