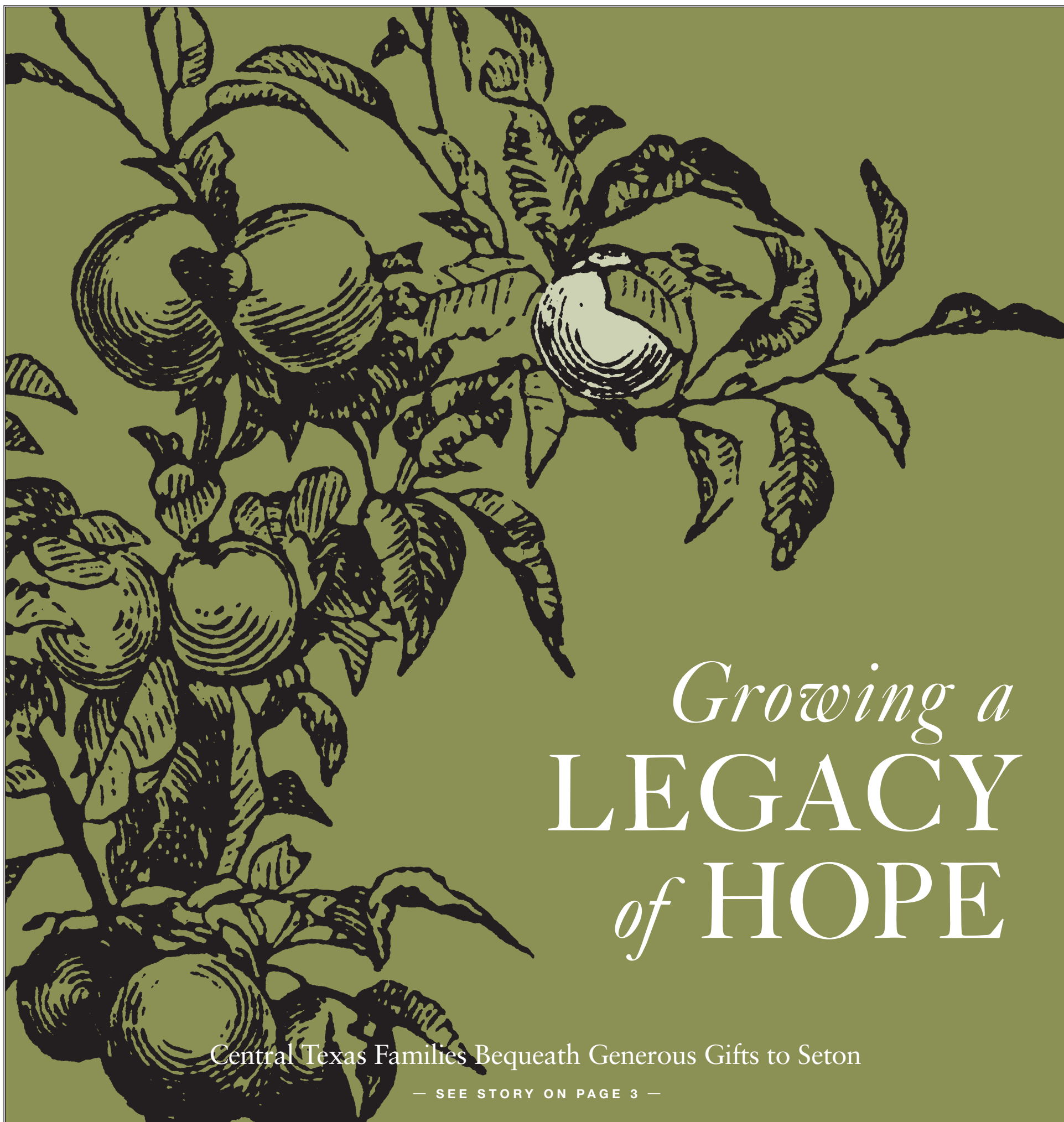




# THE Seton Fund

SPRING 2004



## *Growing a* **LEGACY** *of* **HOPE**

Central Texas Families Bequeath Generous Gifts to Seton

— SEE STORY ON PAGE 3 —

THE MISSION OF THE SETON FUND IS TO BE THE FUND DEVELOPMENT AND ENDOWMENT ARM OF THE DAUGHTERS OF CHARITY HEALTHCARE MINISTRY OF CENTRAL TEXAS.Ⓢ THE SUPPORT OF THE SETON FUND IS LIMITED TO THE SETON HEALTHCARE NETWORK (WITH EXCEPTION OF THE CHILDREN'S HOSPITAL OF AUSTIN) AND OTHER INSTITUTIONS STAFFED OR SPONSORED BY THE DAUGHTERS OF CHARITY OR WORKING IN COLLABORATIVE SUPPORT OF THE DAUGHTERS OF CHARITY HEALTHCARE MISSION.Ⓢ ITS EFFORT SHALL BE EXERCISED WITH WISDOM AND INTEGRITY, GUIDED BY THE VINCENTIAN SPIRIT OF RESPECT, BELIEF IN THE GOODNESS OF PEOPLE AND LOVE OF THE POOR.





## Seton — Worth the Investment

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As Chairman of the Seton Fund, I am proud to be a part of the Seton Healthcare Network. Seton is a member of Ascension Health, the nation's largest nonprofit health system, which recently announced three Calls To Action for all organizations in its system:

- ✦ Healthcare that Works;
- ✦ Healthcare that is Safe; and
- ✦ Healthcare that Leaves No One Behind.

These Calls to Action are not a new concept at Seton—they reflect what Seton is all about and what we, at The Seton Fund, make possible with your help.

Our focus has been to serve the needs of this community since 1902, when the Daughters of Charity were invited to Austin to care for the sick and the poor. We believe we're good at what we do, and we promise to be faithful to that tradition for the next 100 years and beyond.

Seton is proud of what it has to offer the people of Central Texas. We provide accessible healthcare throughout the region so that people can stay close to home. We offer excellent trauma services at a public hospital system ranked in the top 100 in the nation. Our nurses earned a national nursing honor—the coveted Magnet Award—that is the highest level of recognition awarded to nursing services in healthcare organizations.

The growth of Central Texas has had a powerful impact on healthcare in Central Texas. Seton has worked hard to keep up with the demand today and, with careful planning, well into the future. We are a place of healing where people feel safe and comfortable when they are in need. We are a well-managed non-profit organization where people feel confident in making an investment in healthcare.

I would like to congratulate Gene Attal, President, The Seton Fund, on receiving the prestigious 2003 Harold J. Seymour International Award for distinguished leadership in healthcare philanthropy from the International Association of Healthcare Philanthropy. We are proud of his dedication to the Daughters' healthcare ministry and commitment to making a difference in our community.

Allan Shivers, Jr.



# A LEGACY OF CARING

*“I give, devise and bequeath to The Seton Fund...”*

The Seton Fund honors a special group of donors whose legacies help to continue our important work of providing healthcare to Central Texas today and well into the future. These donors have passed away—some of them long ago—but they are still making a difference today through their estate plan distributions.

*One of the most important documents a person will ever prepare in his or her lifetime is a will. Because of smart planning and vision, these donors were able to determine their own legacies by distributing their assets according to their wishes to the people and institutions most important to them.*

*Leaving a bequest in a will to The Seton Fund is a unique gift that is meaningful regardless of its size. Each gift reflects a*

*belief in our work and our donors’ passion for the future of good health in our community.*

*You can explore what planned gifts would do for you at [www.setongift.org](http://www.setongift.org), or contact Charley Scarborough, CFP™, Director of Planned Gifts, at (512) 324-1990 or e-mail [cscarborough@seton.org](mailto:cscarborough@seton.org).*

## ✿ DR. EDGAR H. & MRS. MARGARET BOELSCHÉ

Edgar H. Boelsche, DDS and his wife, Margaret, lived in Ballinger, in rural West Texas, where they enjoyed small-town living in a close-knit community. When Edgar became seriously ill, Ballinger’s general hospital was not able to provide care for his special needs, so the Boelsches traveled to Austin, where Edgar spent the last days of his life at Seton Medical Center. Margaret was touched by the genuine care and concern shown by the staff and the Daughters of Charity during Edgar’s stay. Her wish for others to experience that same compassionate and loving care has become a reality through her bequest to The Seton Fund to support the expansion and renovation of Seton Medical Center.

## ✿ JACOB L. KAY, M.D.

Dr. Jacob L. Kay died two years ago, but his legacy continues to touch the lives of premature babies at Seton Medical Center. Dr. Kay dedicated his life’s work to children’s health and was instrumental in founding the Marialice Shivers Regional Neonatal Center, where he was a tireless champion of initiatives to improve infant survival rates. Dr. Kay has a large fan club of former “preemies,” along with many other admirers who will always remember him. Thanks to his generous bequest, many more children who will never know Dr. Kay personally will benefit from his legacy.

## ✿ ROBERT A. & EVELYN MACDONALD

As an adult, Robert A. MacDonald converted to Catholicism and became a devout Catholic, developing very strong ties with the religious community. After living in opposite ends of the country for many years, Robert reunited with his sister, Betty, and her husband, Bob, in the 1980s when both families moved to Central Texas. They enjoyed life surrounded by the closeness of family and friends. When both Robert and Evelyn were diagnosed with cancer, they spent many days in various Seton facilities and appreciated the wonderful care they received. Their bequest will support the Daughter’s of Charity health ministry well into the future.

## ✿ MILDRED & TED WENDLANDT

Seton has always had a special place in the hearts of Mildred Gregg Wendlandt and her late husband, Ted Wendlandt. Mildred graduated from the Seton School of Nursing in 1935. The Wendlandt and Gregg families have a long history in Central Texas, and both Mildred and Ted contributed time and money generously to many charitable groups during their lifetimes. Mildred gladly established the Mildred G. Wendlandt Endowment so that she might continue to support Seton’s healthcare mission even after her death. Her bequest to The Seton Fund to support the community health centers will give working poor families the opportunities to enjoy good health and their own special times for many years to come.



## Seton Fund Welcomes New Board Members

Seton Fund Board Trustees, Daughters of Charity and Seton Fund staff gathered to celebrate a year of great success and to welcome Michael Watkins, M.D. and Judy Trabulsi as new board members at The Seton Fund Annual Dinner.

“Fiscal year 2002-03 was the most successful fundraising year in The Fund’s 21-year history, raising more than \$17 million dollars,” said Seton Fund President Gene Attal. “In addition to funds raised, our direct service volunteers provided more than 407,000 hours in service to Seton’s mission—also a record. These numbers have added meaning when we consider the economic climate of the past few years that has tremendously affected philanthropic giving in this country and forced many potential volunteers to enter the workforce.”

The Seton Fund Board of Trustees recently elected two community leaders as new board trustees. Dr. Micheal Watkins of Austin Cardiovascular Associates and Ms. Judy Trabulsi with GSD&M were welcomed and honored for their commitment to Seton’s continued mission of service.

Since its inception in 1981, The Seton Fund has raised more than \$130 million in gifts and pledges to support the Seton Healthcare Network and Daughters of Charity healthcare ministry.



*The Seton Fund welcomes Judy Trabulsi as a Board Trustee.*



*New Seton Fund Trustee, Michael Watkins, M.D., and his wife, Carol, visit with Sr. Mary Rose McPhee, D.C., Seton Fund Life Trustee (right).*



*(From left) Seton Fund Trustee Joe Long and his wife Teresa Lozano Long with Ministry President John Brindley and Sr. Mary Rose McPhee, D.C.*

## Young Austin Professionals Launch Support for Seton Healthcare Ministry

The Seton Forum has launched its new program and membership for the coming year to aid The Seton Fund in its pursuit of healthcare excellence for Central Texans. This group of young Austin professionals works to help support Seton’s healthcare ministry and provide a voice for their generation to shape the future of healthcare.

“I am very excited about the Seton Forum,” says Clint Small, Forum President. “I think we have brought together some of the best and brightest business people in Austin to focus together with Seton on sustaining a strong healthcare environment for our community. We have 57 new members—all of whom share the vision of giving back to the community and ensuring that everyone has access to the best possible healthcare.”

Seton Forum members, who range from 28 to 40 years of age, are selected for membership from criteria including outstanding community and/or industry leaders, a representation of careers across all industries and a commitment to service.



*The Seton Forum Executive Committee includes (top row, from left) Josh Borders, Clint Small, John Oliver, Chris Perry, Shannon Ratliff and Tim Mooney of The Seton Fund and (bottom row, from left) Jason Black, Karen Nalle, Susan Davenport and Katherine Jones. Not pictured: Allison Small, Brad Knippa and Suzanne Erickson.*

## The Junior League of Austin Supports the Trauma Center at Brackenridge Hospital

The Seton Fund is grateful to The Junior League of Austin for selecting the Trauma Center at Brackenridge Hospital as a special community project for 2003-04. This is the fourth year The Junior League has participated in the Trauma Center program.

Junior League members volunteer each week in the Trauma Center as “Emergency Room Assistants,” helping physicians and nurses by performing a variety of tasks including transporting patients in

wheelchairs, delivering lab reports and X-rays, stocking medical supplies and offering support to patients and families.

“Junior League volunteers fulfill a comforting role for Trauma Center patients and families,” says Crista Wheeler, project chair. “We also provide support to physicians and nurses so that they can concentrate on patient care.”



*Junior League Project Chair Crista Wheeler performs a variety of tasks as an Emergency Room Assistant.*



# 26<sup>th</sup> Annual Seton Development Board Gala Raises \$520,000

The Seton Development Board hosted its 26th Annual Gala, "Austin Takes Manhattan," raising \$520,000 to renovate and expand the Emergency Department at Seton Medical Center. The amount raised is the second highest amount ever raised by the Seton Development Board.

This extraordinary night began with a private performance by New York's newest musical sensation, pianist and crooner Peter Cincotti, at the Paramount Theatre, followed by a delicious late-night supper at the Driskill Hotel, prepared by the Driskill's award-winning culinary staff.

The Seton Fund thanks Board President Cissie Ferguson and Gala Co-Chairs Reenie Collins and Kathy Taylor for helping make this year's gala a big success.



*Jazz Club Sponsors Ron Carroll and Elizabeth Galic are long-time Seton supporters.*



*Looking forward to a fabulous evening are (standing) Nancy Harper (left) and Lolla Page and (seated) Charles and Dorothy Nash.*



*Gala Co-Chairs Reenie Collins (left) and Kathy Taylor chat with Peter Cincotti.*



*Mary Frances Schneider (left) and Anna Lee (right) greet Sr. Gertrude Levy, D.C.*



*Board President Cissie Ferguson welcomes guests.*



*Andrew and Mary Ann Heller arrive at the Seton Development Board's "Austin Takes Manhattan" concert, featuring New York jazz musician and pianist Peter Cincotti.*

## SPECIAL THANKS TO OUR GALA SPONSORS

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## Gene Attal Receives Lifetime Achievement Award

Seton Fund President Gene Attal received the prestigious 2003 Harold J. Seymour Award, a lifetime achievement award presented annually by the International Association of Healthcare Philanthropy, during a special ceremony in San Francisco.

“The Seymour Award is the profession’s highest honor,” said Charles Barnett, President and CEO of the Seton Healthcare Network. “Gene is the first person in the Ascension Health System ever to receive it. He is committed to making a difference and has dedicated himself to being an advocate for securing quality health care for the poor in Central Texas.”

The award is presented annually to a member of the Association who has most aided the cause of healthcare philanthropy, bringing honor and prominence to both the person and the profession. In Gene’s selection by his peers, he was specifically noted for his selfless leadership and mentoring to countless individuals and organizations. He is recognized nationally and internationally for his fundraising expertise.

This year, Gene celebrates 29 years of leadership at Seton. The Seton Fund and the entire community are truly fortunate to benefit from his extraordinary leadership and wisdom.



Gene Attal, President of The Seton Fund, receives the 2003 Harold J. Seymour Award from the International Association of Healthcare Philanthropy.

## Gifts Benefit Seton Medical Center

The Seton Fund honors the generosity of special friends for their major gifts to support the Seton Medical Center renovation and expansion. Because of their kindnesses shared, Seton Medical Center will be equipped to meet the community’s healthcare needs well into the future.



Seton honors Valero Energy Corporation for their gift to support the Seton Centennial Campaign. Pictured (from left) are Lowell Lebermann, Seton Fund trustee; Bill Greehey, CEO and chairman of Valero board of directors; and Mary Rose Brown, senior vice president of Corporate Communications at Valero.



The Velda Barnhart Wyche family was honored for a gift to the Centennial Campaign. Pictured are (front row from left) Patric and Katy Harvey and (back row from left) Ginnie Wilcox, Jaime Stevenson, Robert Wyche, Velda Barnhart Wyche, Paul F. Barnhart, Jean Barnhart and Michael Wyche.



Prime Medical Services was honored at a plaque dedication for its support of Seton. Pictured (center) is Sr. Gertrude Levy, D.C. and representatives from Prime Medical Services, Paul Granato and Jackie Fife.



(From left) Mark Curry, Wells Fargo community banking president for Greater Austin, presents a check to support Seton’s Centennial Campaign to Allan Shivers, Jr., Seton Fund chairman, and Pat Hayes, executive vice president and COO of the Seton Healthcare Network.



Carolyn and Marc Serriff, founders of the Serriff Foundation, have been named Honorary Chairs of the Pediatric Care-A-Van fundraising campaign. They were on hand for the debut of the Care-A-Van dedication ceremony at Highland Lakes Elementary School in Granite Shoals.

## Seton Highland Lakes Kicks Off Pediatric Care-A-Van Campaign

Seton Highland Lakes Hospital is turning to the community as it kicks off its Care-A-Van Campaign to help support annual operations for the Pediatric Mobile Health Van. We are grateful for the philanthropic support to help launch this new program from: Carolyn and Marc Serriff, St. Luke’s Episcopal Health Charities, Multiplan, Inc., Scanlan Foundation, Mary and Wayne Brown, Church At Horseshoe Bay, Solange DeMerlis, Farmer’s State Bank of Bertram, Seton Highland Lakes Auxiliary and LCRA Employee United Charities.

The pediatric mobile health van serves the Highland Lakes community and visits five different schools in Burnet and Llano counties. The van provides medical care and social services to children ages newborn to 17 years of age. The purchase of the Care-a-Van was made possible by a grant from the Michael and Susan Dell Foundation and the Highland Lakes Health Fund.

For more information or to make a contribution to the campaign, contact Becky Fox at (512) 715-3004 or by e-mail at bfox@seton.org



## Brackenridge Brain and Spine Center Partners With Lone Star Paralysis Foundation

The Brain and Spine Center at Brackenridge Hospital and The Lone Star Paralysis Foundation are working together to give hope to spinal cord injury patients.

The Lone Star Paralysis Foundation, a local foundation dedicated to finding a cure for spinal cord injury, recently made a generous donation of \$30,000 to the Brain and Spine Center to fund spinal cord injury research. Initial funding will cover the purchase of two function electronic stimulation (FES) bicycles to be used to study the effects of these machines on bone density, spasticity and neurological recovery for patients with spinal cord injuries.

“The Brain and Spine Center at Brackenridge is state-of-the-art and getting better,” says Doug English, president of the Lone Star Paralysis Foundation. “With the Brain and Spine Center’s commitment to research above and beyond treatment, we are able to join with a local credible group and create a lot of synergy with the combination. Through this alliance and partnership, we’re able to work towards the goal of curing spinal cord injury.”

Proceeds from this year’s Lone Star Classic Golf Tournament will benefit the Brain and Spine Center. Visit [www.lonestarclassic.com](http://www.lonestarclassic.com) to sign up for the tournament.



Admiring the new FES bicycle are (from left) Jack Ranney, vice chair of LSPF; Steve Jennings, Dr. Tom Caven and Dr. Craig Kemper from Brackenridge Hospital; Doug English, president of LSPF; and Blake English.

## Donate

Your Tax Refund Check To Seton

We ask you to consider sharing your blessings by donating your tax refund check to The Seton Fund. Your donations can help provide Austin’s low-income families with immunizations, well-child and medical exams or emergency room visits for a sick or injured patient.

After endorsing your check, write “Pay to the order of The Seton Fund,” and mail it to The Seton Fund, 1201 West 38th Street, Austin, TX 78705-1056.

Your gift can truly make a difference! For more information, contact The Seton Fund at (512) 324-1990 or by e-mail at [setonfund@seton.org](mailto:setonfund@seton.org)

## Dryden Fund Provides Medications for Austin’s Uninsured

Many patients who come to the Brackenridge Emergency Department have no source of payment for medications, stretching the hospital’s resources beyond its capabilities and resulting in patients returning to the hospital with the same illness. Thanks to the Dr. Bud Dryden Emergency Medical Endowment, these patients can now access medications that will help them heal instead of returning to the Emergency Department even sicker than before.

Of the 120,000 people who visited the Brackenridge Emergency Department last year, 26 percent of patients were eligible for charity care. The Dryden Fund subsidizes prescription medications for indigent and uninsured outpatients treated in the Dr. Bud Dryden Emergency Department of Brackenridge Hospital, with special care for children and the elderly. A low-cost pharmacy has been set up to leverage donations made to the fund—for example, a gift of \$1,000 can fill as many as 100 prescriptions.

Each patient receives a financial screening and is given instructions on how to enroll in public assistance programs for which he or she is eligible, including The City of Austin’s Medical Assistance Fund, Medicaid and CHIP.

The endowment was created to continue the legacy of Dr. Bud Dryden, an Austin physician who served the community for 56 years and is remembered as a champion for the indigent.

Rick Hardin, who recently made a generous donation to the fund, says “Bud Dryden was emblematic of support and activism in his long and special life. The legacy of Dr. Dryden, through the mission of the Bud Dryden Endowment, continues to inspire and motivate many in our community to step forward and be a part of something worthy and needed.”

To help support the Dr. Bud Dryden Emergency Medical Endowment, contact Chris Kazen Attal at

Brackenridge Hospital at (512) 324-7326 or via e-mail at [cattal@seton.org](mailto:cattal@seton.org). Gifts of \$10,000 or more will be recognized with an engraved plaque on the Endowment Wall at Brackenridge Hospital.



Dr. Bud Dryden

## Donors Check on Progress at Seton Medical Center

The Seton Fund hosted a hard-hat tour for campaign donors to monitor the construction progress at Seton Medical Center. Donors toured the new North Lobby and Chapel; the new, expanded Surgery Center and Day Hospital and the new, expanded Carroll Emergency Center. Thanks to generous friends, The Seton Fund raised \$15.4 million toward its \$15 million fundraising goal for the \$51.3 million renovation and expansion project.



Penny and Dan Burck at the construction site.



(From left) Milly Holmes, Cindy and Greg Kozmetsky and Elizabeth Nash don hard hats for a tour through the Seton Medical Center construction.



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2004 ELIZABETH ANN SETON BOARD

“Evening Under the Stars”

Join Board President Jennifer Mouritsen (center) and Gala Co-Chairs Jacy Donovan (left) and Melanie Fish for a fabulous “Evening Under the Stars” Gala at the beautiful Polo Club.

Proceeds will support the Seton Community Health Centers—Seton McCarthy, Seton South and Seton Topfer—to provide accessible, affordable primary healthcare and social services to Austin’s working poor families.

Companies and individuals can support the gala through different sponsorship levels. For more information, contact Kathryn McDaniel at (512) 324-1990 or by e-mail at [kmcdaniel@seton.org](mailto:kmcdaniel@seton.org). Purchase gala tickets online through The Seton Fund Web site at [www.setonfund.org](http://www.setonfund.org).



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Log on to The Seton Fund Web site at [www.setonfund.org](http://www.setonfund.org) to find out how you can support the Daughters of Charity healthcare ministry in Central Texas.

- ✿ Make online donations to The Seton Fund
- ✿ Learn about upcoming events
- ✿ Read this issue and past issues of The Seton Fund magazine

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