

MetroHealth is an Academic Health Care System committed to Our Communities by Saving Lives, Restoring Health, Promoting Wellness, and providing Outstanding, Life-long Care Accessible to All.

# MetroHealthgiving

Advancing the charitable mission of The MetroHealth System

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## In the Spotlight

**The Children’s Hospital at MetroHealth** is one of the region’s largest health care providers for seriously ill and injured children. Holding a core value of serving the most vulnerable populations in our community and providing family-centered care to all, the staff at the Children’s Hospital is committed to meeting the physical and emotional needs of both patients and families. Donor support helps make possible important programs and services to fulfill the value and commitment to family-centered care.

## Ongoing Commitment Touches Lives of Children



to leave my child behind; I really thought she wasn’t going to make it. Years later, I met **Sally Niklas** (former manager of **MetroHealth’s Child Life and Education Program**), and she explained how Child Life Specialists enable parents to stay with their children, when appropriate. I thought, this is my kind of hospital!”

*“If enough people do small things like this, it adds up and it’s a really big help.”*

– Marilyn Zubal

The heartache felt by a mother over a sick child can be overwhelming. Even years after her daughter’s recovery, the memory was still so strong for **Marilyn Zubal** that it inspired her to give back to comfort other families.

“My older daughter had a bad asthma attack and we rushed her to the nearest hospital,” said Ms. Zubal. “I was told that I couldn’t stay with her. It was horrible having

Since that meeting in 2003, Ms. Zubal has regularly supported Child Life and other pediatric projects at MetroHealth. “Children, like adults, get bored in a hospital, and it’s very nice to have things for them to do. My husband and I were very fortunate - our children were all born “well.” My giving is partly my way of saying “Thank you, God.” And, I realized there’s no reason to stop giving, because there’s always going to be children who need help.”

After coming to Cleveland from New York, Ms. Zubal and her husband raised four children and built a successful business.

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# Helping Children and Families Cope

In the midst of chaos, a calming presence is a welcome relief. That's the way **Terry Mascia** felt when a MetroHealth Child Life Specialist arrived in **MetroHealth's Pediatric Intensive Care Unit (PICU)**. Terry's 13-year-old son, Tommy, had been hit by a bus during cross-country practice and was in a coma.

"As a mom in a trauma situation, it's very hard not to hear only the worst," said Terry. "Everything's coming so quickly, and it's hard to be sure you're understanding what the doctors are saying to you."

During that difficult time, **Erin Whipple**, MA, Certified Child Life Specialist, was a second set of eyes and ears for Terry, and a comfort to the entire family. She'd help explain medical situations and make sure the family understood the terminology. She spent time comforting Tommy's sister. And, when Tommy's friends came to visit, including some who had witnessed the accident, Erin advised Terry what to tell the teens who were undergoing emotional trauma of their own.

"Erin was there for my family's emotional well-being. She was our advocate, keeping us hopeful and grounded. When I couldn't handle a certain situation, she would step in."

**MetroHealth's Child Life and Education Program** was founded more than 50 years ago and is considered among one of the first in the country. Child Life has touched the lives of many families like the Mascias, helping kids and their families through some of the most difficult and stressful times in their lives.



A few years after his hospital stay, Tommy Mascia still comes back to visit Child Life Specialist, Erin Whipple. He also volunteers at MetroHealth through his high school, St. Ignatius.



The Thaxton family spent last Christmas at MetroHealth after Tyler (far right) sustained a head injury at his final high school soccer game. This year, to show their appreciation, the Thaxtons served food to hospital-bound families at the Child Life holiday pancake breakfast.

Support from donors, like Marilyn Zubal (article on page 1), is instrumental to providing this vital service to young patients and their families. Child Life services are not reimbursed by insurance, making them particularly vulnerable in times of economic stress. Through the continued generosity of donors, piles of thank you notes continue to pour in from grateful families, like the Mascias.

Tommy awoke from his coma and Erin became a friend and confidant to him. He could speak freely and openly about the things that were scary or confusing, and she had answers for him. After six weeks, Tommy and his family finally went home.

"I couldn't have gotten through that tough time without Erin," said Terry. "I could not have made the decisions I needed to without her guidance, and I truly believe that Tommy and I would have come out of that situation less healthy if not for a Child Life Specialist."

*For more information on supporting the Child Life and Education Program, please contact Emily Speer at 216-778-7525. ■*

# MetroHealth Nurse Remembers Husband in a Special Way

Giving back to the community is in **Barb Ruda's** blood. When her husband passed away suddenly at the age of 43, it was heart-breaking. Yet, eventually, she and her family found a way to memorialize her husband and inspire others to give in his name.

“The one thing Steve loved more than life itself, besides his daughter, was golf,” said Barb.

So the inaugural **Steve Ruda Memorial Golf Outing** was held 13 years ago. It's a pretty personal event – family, neighbors, and old friends who'd golfed with Steve years ago typically attend each year. As Barb, her daughter, Kate, and Steve's family plan and host the event, they talk about Steve. Barb thinks the event has been very healing for all of them.

Since 2007, proceeds from the golf event have benefited **MetroHealth's Cancer Care Center** where Barb has been a nurse for 35 years.

“I love MetroHealth and our Cancer Care Center and our mission. I'm kind of at the end of my career here, and I see that there's much we can do to take care of our patients on their cancer journey. It's nice that whatever little funding I could raise will go to patient care, research, and education. I thought about how my husband would feel about that, and I think he'd be really pleased.”



Barb Ruda (far right) and Kate Ruda (far left) present plaques and an engraved silver cup to the winning 2008 foursome with the lowest scramble score.

## Upcoming MetroHealth Events

MetroHealth has plans for a number of exciting fundraisers this year. From golf outings to dining, there's something for everyone to enjoy while supporting a great cause. Listed below are just a few of our upcoming events.

### 2009 MetroHealth Golf Benefit Presented by CHASE

Date: June 1

Location: **Mayfield Country Club** (South Euclid)

Benefits: **The MetroHealth Rehabilitation Institute of Ohio**

### 13th Annual Steve Ruda Memorial Golf Outing

Date: Fall 2009

Location: **Big Met Golf Course** (Fairview Park)

Benefits: **MetroHealth Cancer Care Center**

### 2009 Jack Gannon Memorial Golf Tournament

Date: TBD

Location: **Bob-O-Links Golf Course** (Avon)

Benefits: **John A. Gannon Burn and Trauma Center**

*For more information, or more events, visit*

*[www.metrohealth.org](http://www.metrohealth.org) or call Emily Speer at 216-778-7525.*

The Steve Ruda Memorial Golf Outing is one example of a special event that benefits MetroHealth. These events, commonly called third-party events, are organized by community members with a special interest in MetroHealth. They surged in popularity in 2008, raising approximately \$75,000 for donor interest areas. And, while it is true that hosting your own third-party event can be a lot of work, Barb offers some words of encouragement.

“I think if you believe in something, it's really not hard. I have a passion to try to raise money for MetroHealth so we can be competitive. The golf outing is a tradition now. It makes me feel good that maybe we can be doing something small, but good, for somebody else in honor of Steve.”

*If you or someone you know is interested in hosting a third-party event, contact Emily Speer at 216-778-7525. ■*

# Ways to Give: Savvy Gifts During a Recession

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The rocky economy has nearly everyone watching a little more closely how they spend their money. Yet, it is times like these that organizations need charitable gifts more than ever. Fortunately, there are several ways a donor can still support their favorite organizations while remaining responsible to their respective financial situations. Here are a few to consider:

## Charitable Gift Annuities – Guaranteed Income for Life

Establishing a charitable gift annuity provides you a fixed stream of income, which can be particularly comforting during volatile financial times. The gift annuity generates a fixed rate of return providing a stable income stream back to you. And it is flexible enough to allow you with the option of beginning the payout immediately or deferring the income until you need it most. Charitable gift annuities work like this:

- You transfer assets (cash or stocks) to **The MetroHealth Foundation**.
- One or two beneficiaries receive income for life. The amount of income depends on the beneficiaries' ages at the time the gift is created.
- A portion of each income payment is usually tax-free.
- You receive an immediate charitable deduction for the value of the gift.

## More Income for Retirement

Looking ahead toward retirement can be daunting, but a twist on the conventional charitable gift annuity can provide you an immediate tax deduction during peak earning years, while allowing you to secure a guaranteed source of income in the future. By establishing a gift annuity now, and deferring payments until you retire, you will significantly increase your payout rate and enjoy the security of future income that is fixed and guaranteed.

## Gifts of Life Insurance

Many people have a life insurance policy that is no longer needed. Typically, life insurance policies are purchased when families are young and there is a need for greater financial security. When the insurance is no longer needed for its original purpose, it can provide a lasting gift to MetroHealth, while helping you dispose of an unneeded asset. By signing over the policy to The MetroHealth Foundation, you receive a charitable tax deduction for the replacement value of the policy or the cost basis, if less. This is an easy gift for a donor to make and provides wonderful benefits for MetroHealth.

*For more information on the variety of gift options available during a recession, please contact Kate Brown, Vice President of Development, at 216-778-7509, or return the reply card included in this newsletter. ■*

A newly established professorship will support innovative programs and orthopaedic education. The professorship, established by the **Hansjoerg Wyss Foundation**, through **Case Western Reserve University School of Medicine and MetroHealth**, was the second professorship established within the **Department of Orthopaedics** at MetroHealth in 2008. The Wyss Professorship is unique in its focus of teaching and mentoring emerging leaders in the discipline of trauma surgery.

**John H. Wilber, M.D.**, chief of the **Musculoskeletal Trauma Center** at **MetroHealth Medical Center** and one of the first fellowship-trained orthopaedic traumatologists in the United States, was recently appointed the inaugural **Hansjoerg Wyss Professor of Orthopaedic Traumatology**. Dr. Wilber is an internationally recognized orthopaedic traumatologist and one of the premier educators in trauma.

"The Wyss Professorship is an enormous asset to MetroHealth's already strong reputation in orthopaedics and orthopaedic traumatology," said **Brendan Patterson, M.D.**, chair, **Department of Orthopaedics**. "MetroHealth has trained and Dr. Wilber has mentored more than 25 leaders in orthopaedic traumatology who are actively supporting and building major trauma programs in the United States. The support generously provided by Hansjoerg Wyss will foster our mission to create tomorrow's leaders."

# MetroHealth Volunteer Wins Excellence Award

**Lena Nance** has been an enthusiastic volunteer for several years. Her energy and passion for MetroHealth and other organizations recently earned her special recognition – the **David F. Leahy Award for Volunteer Excellence**. The award is given out annually by **RSVP of Greater Cleveland**, an organization dedicated to improving lives and strengthening the Greater Cleveland community through volunteerism and service.



Ms. Nance was the president of the **Sunny Acres Foundation** at the **MetroHealth Center for Skilled Nursing Care** from 2002 until 2007. The Foundation disbanded when the residents moved to **The Senior Health & Wellness Center at MetroHealth's Old Brooklyn Campus** in March 2008, and she was instrumental in ensuring that funding went to support the residents at their new location.

Also active in **MetroHealth's Center for Community Health**, Lena registers participants at community health fairs and helps staff at **MetroHealth Buckeye Health Center's Fresh Stop**, part of the **City Fresh** program that brings fresh, locally grown produce to urban areas. In her spare time, she also volunteers with **Warrensville Schools** and the **Cleveland Clinic's South Pointe Hospital** and helps raise her grandchildren. ■

## Volunteer Opportunities

Each year, dedicated volunteers like **Lena Nance** (above) give more than 35,000 hours of their time to support MetroHealth. There are many ways to help patients and their loved ones during their hospital stay. Some of the current opportunities include:

### **Greeters**

Welcome patients and guests to MetroHealth; provide directions when necessary. Greeters are needed at **MetroHealth Medical Center** and **MetroHealth's Ambulatory Surgery Center** for a minimum of one three-hour shift per week.

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Volunteers often say giving to others makes them feel good. And now there may be some very good reasons as to why. Volunteering can actually have a positive impact on overall health.

Numerous studies have shown a significant relationship between volunteering and good health. Some of the potential benefits include:

- Lower blood pressure
- Lower cholesterol levels
- Improved weight control
- Improved immune system
- Decreased anxiety and depression
- Improved self-esteem
- Improved quality of life
- Increased longevity
- Increased circle of friends
- Reduced social isolation

Increased health benefits from volunteering are most evident in older volunteers, although experts don't rule out the impact on the younger generations. But there is a catch. It appears volunteers need to donate at least one or more hours a week to experience any significant effect on health.

*Sources:  
Corporation for National and Community Service, Office of Research and Policy Development. **The Health Benefits of Volunteering: A Review of Recent Research**, Washington, D.C. 2007.*

*Association of Health Care Volunteer Resource Professionals, American Hospital Association. **Focusing on Health Benefits of Volunteering as Recruitment Strategy**, Mt. Vernon, IL 2008.*



**Zubal Books** has been in business for 35 years, selling scholarly and rare books. Yet, even in the midst of all of those accomplishments, **Ms. Zubal** still thought, “there’s something else I’m supposed to be doing.”

That “something else” became clear while attending a holiday party in the **Pediatrics Department** shortly after she made her first gift to MetroHealth. There, a gentleman walked up to her and said, “I come in and entertain the kids with magic tricks, and if it weren’t for you, they wouldn’t have that.”

Aside from her monthly gift, Ms. Zubal has also donated books, so that children can read while in the hospital. She’s even involved her older sister in New York who, for a couple of years now, has knitted scarves for hospitalized children and their families.

“I’m just really happy that at this stage of my life I can help these children with my little donations. Years ago, I might have thought “Oh, what can I really do?” Now, I feel that if enough people do small things like this, it adds up and it’s a really big help.”

*For more about MetroHealth’s Child Life and Education Program, see the article on page 2.* ■

## Musicians

Play instruments or sing for patients at **MetroHealth Medical Center, The Elisabeth Severance Prentiss Center for Skilled Nursing Care at MetroHealth, and The Senior Health & Wellness Center at MetroHealth’s Old Brooklyn Campus.** Professionals and amateurs are welcome.

## Readers

Read to children in pediatric outpatient waiting rooms at **MetroHealth Medical Center** for a minimum of one two-hour shift per week.

## Transporters

Transport long-term care residents between their rooms and therapy at **The Senior Health & Wellness Center at MetroHealth’s Old Brooklyn Campus** for a minimum of one three-hour shift per week. Volunteers must be able to push a wheelchair.

*For more information, contact Volunteer Services at 216-778-4471.* ■

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# MetroHealthgiving

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