

MOMENTUM

THE NEWSLETTER OF SADDLEBACK MEMORIAL FOUNDATION

philanthropy in full color

Cindy and Ron Latin, page 4



Sandra Schulz, BSN, RN, CCRN-K

YOUR GENEROSITY HELPS EMPLOYEES MAKE THE GRADE

+ SCHOLARSHIP PROGRAM

Code Blue. When Sandra Schulz hears those two words, she immediately jumps into action because someone's life is on the line. These are the moments that define why Sandra has worked in the Intensive Care Unit (ICU) her entire nursing career.

"You are making a difference probably at the most critical moment in someone's life," she said. "I love the intensity of it, having to think on your feet, and the critical thinking involved."

Dynamic nurses like Sandra are why Saddleback Memorial Foundation's Scholarship Program exists. The first

scholarship was awarded in 1977, and is funded by generous donors. By supporting the program, donors enable our outstanding employees to improve knowledge and skills to care for patients in their current position, and maybe even advance in their careers.

Back in 1994, Sandra received an associate's degree in nursing from Saddleback College in Mission Viejo. When she completed her training, she was the first new graduate hired directly into critical care, at the recommendation of her mentor. She's been with Saddleback Memorial ever since.

When the hospital decided to aim for Magnet accreditation, Sandra knew it was time to finish her bachelor's degree. Of course, going back to school was expensive, so she decided to apply for a

scholarship. Sandra applied in 2012 and 2013, and both years received funds to help pay for tuition to obtain her bachelor's of science in nursing.

Today she is ICU Operations Manager, managing a staff of 90 nurses at Saddleback Memorial, and credits much of her career growth to being able to go back to school.

"Going back to school opens your eyes to all the possibilities in nursing," she said. "You learn how to evaluate studies and see how results are

incorporated into best practices. We know medicine is constantly evolving, so in this field we need to continuously think about the best way

to provide care."

While the application process is rigorous, Sandra understands the Foundation wants to award funds to those willing to work for it.

"The Foundation has always been good to me," Sandra said. "I understand what they do and how they help our employees. Now I advocate for all my nurses to apply for a scholarship."

The Foundation's Scholarship Committee evaluates applications based on criteria, and the funds are awarded at an annual event. Sandra appreciates that her dedication to nursing has been recognized.

"The nurse part of me never leaves," Sandra says. "I love working with a whole team to create ways to help save a patient's life."

By supporting the Scholarship Program, donors enable our staff to improve knowledge and skills to care for patients.

+ SPRING 2016

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MAKE AN IMPACT

Your gifts help improve care at your not-for-profit community hospital, Saddleback Memorial Medical Center.

Thank you for your steady support. To give, visit memorialcare.org/smf, then click:



30 HOURS TO GIVE WHERE YOUR HEART LIVES



April 27 – April 28

+ WISH LIST

Orange County Community Foundation (OCCF) is sponsoring its 2nd annual **I Heart OC Giving Day** starting at 6 a.m. April 27. This 30-hour online giving challenge celebrates Orange County's non-profit community and spurs philanthropy on this day.

For this day, we would like to appeal to Saddleback Memorial Foundation supporters to contribute toward the purchase of a Vein Finder for the Emergency Department.

The Vein Finder illuminates the veins on a patient's skin (see photo at right) to help nurses start an IV

insertion or draw blood. It reduces second "stick attempts" by 50%. This helps lower infection rates and improves patient comfort. In the Emergency Room, time efficiency and patient comfort is key.

Any donations on this day can be boosted because OCCF will hold hourly giving challenges and award prizes for most gifts, top gifts, etc. Our Foundation could also receive an additional gift from the OCCF bonus pool, depending on the total given. Please take this unique opportunity to make an online gift on **I Heart OC Giving Day!**



HELP US PURCHASE A VEIN FINDER FOR THE ER

Goal: \$5,250

6 a.m. April 27 ~ Noon April 28

- 1) Any time during these 30 hours, visit iheartoc.org/npo/saddleback-memorial-foundation.
- 2) Indicate your gift amount.
- 3) Complete your credit card information to make your donation.
- 4) Spread the word to family and friends through email and social media!

CELEBRATE WITH A Tribute Gift

Pay it forward. We hear this phrase all the time, but what does it really mean? At the Foundation, we think it means spreading the kindness you received to others.

With Mother's Day, Father's Day and Memorial Day coming up, you can celebrate by honoring the kindness and sacrifice of your mother, father or a special veteran through a tribute gift to Saddleback Memorial Foundation. You can also thank a doctor, nurse or any caregiver who demonstrated exceptional care through our Guardian Angel program.

Upon receiving your tribute gift, the Foundation sends your honoree a card notifying him or her of your gift without specifying the dollar amount. The Guardian Angel honoree also receives a card, plus a special pin that can be worn on the Saddleback Memorial badge, so he or she can always be recognized as a Guardian Angel.

Making a tribute or Guardian Angel gift is simple. Simply visit memorialcare.org/smf and click "Give Now." At the bottom, complete the fields under Tribute Information, or select Guardian Angel in the drop-down menu. You can also complete the remit slip enclosed with this newsletter and mail it with a check in the postage-paid envelope.

+ EVENTS CALENDAR

May

Spring Gala ~ An Evening of Gratitude
Saturday, May 7, 2016
The St. Regis Monarch Beach

Dinner, live auction and dancing to benefit **I'MAGINE**, the space redesign project that will shift areas of Saddleback Memorial Medical Center to help patients get back to living life.

June

Corporate Golf Classic
Monday, June 13, 2016
El Niguel Country Club

Saddleback Memorial's corporate partners, community leaders, physicians and hospital administrators tee off to benefit Saddleback Memorial Medical Center. This day on the course culminates with a reception, silent auction, and awards ceremony.

For information about these events, call the Foundation office at (949) 452-3724.

Like the Saddleback Memorial Foundation Facebook Page! 



AWARDS ARE NO ACCIDENT: YOUR SUPPORT BOOSTS PATIENT CARE

+ SPOTLIGHT ON EXCELLENCE

The award shelf continues to get more crowded for Saddleback Memorial Medical Center. You may have heard that our not-for-profit hospital was named one of America's 50 Best Hospitals by Healthgrades for the second consecutive year.

While this recognition is the result of compiling data from clinical outcomes and patient surveys, we know these awards are no accident. The high-quality care, advanced equipment, and programs are boosted by philanthropic dollars from our generous donors.

The recipients of America's 50 Best Hospitals Award stand out for overall clinical excellence across a broad spectrum of care, according to Healthgrades. During the 2016 study period (2012–2014), these hospitals demonstrated superior performance in clinical outcomes for patients in the Medicare population across at least 21 of 32 of the most common inpatient conditions and procedures — as measured by objective performance data. This distinction is not easy to achieve, and is only given to the top 1% of the 4,500 hospitals evaluated. As well, Saddleback Memorial is one of only two Orange County hospitals to earn this ranking.

What does that actually mean for our patients? Ask Robert Wolfe of Dove Canyon.



You are all amazing professionals who really do care for your patients in every possible way.

Robert Wolfe, Grateful Patient

"I had no idea that a hospital could have so many attentive doctors, staff and administration members," he wrote in a three-page letter to Saddleback Memorial CEO Steve Geidt in October 2015.

"I am writing to offer my praise for the doctors, nurses and administrative personnel associated with MemorialCare," he wrote.

In June of last year, Robert had bypass surgery and also was cared for in the Intensive Care Unit. Throughout the letter, he continuously praised the attentiveness and kindness of every doctor, nurse and staff member he encountered, in multiple areas, from admitting to his home health care visits after his surgery. He pointed out how

many individual staff members checked on him and followed up, even when they didn't need to.

"I left that day in utter amazement," Robert added. "You are all amazing professionals who really do care for your patients in every possible way." Today his health continues to improve.

For those who work at Saddleback Memorial, that type of care has become the everyday, the minimum standard. This is possible because the staff has the programs, equipment and infrastructure — which receive generous philanthropic support — to perform their jobs at their peak potential. With ongoing support from generous donors, Saddleback Memorial can continue to exceed these measured standards of excellence into the future.

ON A PERSONAL NOTE ...

Cecilia Belew, President, Saddleback Memorial Foundation

Spring is known as a season of new beginnings. You may have noticed that our newsletter has taken on a new beginning with a new look and name, *Momentum*. We think this name reflects the progressive energy running through our Foundation — a dynamic, forward-thinking spirit that helps advance our important mission.

One of the goals at the Foundation is to always have a strong connection with our supporters. This newsletter is just one way to do that. We hope to continually show you how your generosity makes a difference for the patients of Saddleback Memorial Medical Center every day — whether it's advanced equipment you helped purchase, funding important education for our staff,

or even enabling critical programs to continue. The ways your support directly impacts the care of our patients are innumerable.

So if you have a question, give us a call or stop by our office. We'd love to talk about the best ways to help us maintain excellence for the patients of our hospital (rated in the top 1% in the nation).

In the end, we can only accomplish great things together through our deep relationships with our Foundation family. That's all of you.



Cecilia Belew

RON AND CINDY LATIN

Navigating Toward a Sea of Good

We've all heard that a captain should never be without his first mate. For sailing enthusiast Ron Latin, his first mate is his lovely wife, Cindy.

"When we're accompanied by a group of dolphins swimming effortlessly along the bow of our boat or encounter a whale gracefully coursing through the swells, it takes our breath away," Ron says.

Together the Laguna Niguel couple have journeyed the world, navigating the ocean around destinations like Croatia, the Greek Isles and Thailand, among others. But Cindy is not just Ron's first mate on the high seas.

The two are true partners in creating a culture of philanthropy in their family, as well as among Ron's clients in his financial planning and wealth management practice.

The best way to do that, Ron says, is to lead by example. In fact, Ron and Cindy have named Saddleback Memorial Foundation as a beneficiary in their charitable estate planning, as well as contributed to current Foundation efforts through their own giving fund.

After Ron was treated for appendicitis at Saddleback Memorial Medical Center in 2005, he and Cindy realized how important it was to ensure that the community's most comprehensive medical facility would have the best doctors and medical technology available. It simply made wise, practical sense to financially support the facility so everyone in the community could continue to receive state-of-the-art care.

These philanthropic core values are the foundation for Ron's refreshing approach to financial planning: Ron helps his clients

We challenge others to experience the joy of generosity. Once we committed to give generously, we have been blessed with more.



Cindy and Ron Latin

not only grow their wealth, but helps steward a portion of it toward accomplishing good in the world. He challenges his clients to connect their charitable intentions and resources with causes and organizations that share their values — things that truly matter in their heart of hearts.

"We encourage others to experience the joy of generosity," Cindy adds. "The amazing thing is that once we committed to giving generously, we have been blessed with more."

As a financial advisor and advocate of Strategic Generosity — a signature talk Ron delights in giving whenever invited — Ron shares that charitable tax planning can help one increase philanthropic giving while reducing taxes and increasing

personal cash flow and wealth. Appreciated assets for charitable giving in designated funds can grow in value on a tax-free basis so one will have more capacity to give.

The Latins have established accounts they will pass on to their three adult children, so they will also be led to give and make philanthropy an essential part of their lives.

"Our God has blessed us with talents and treasure," Cindy and Ron said. "Not simply to raise our standard of living but to raise our standard of giving. Giving is the antidote to materialism. That is the legacy we want to create."

We're all on board, Ron and Cindy.

For more information on planned giving, call (949) 452-3724.

NEW HERITAGE SOCIETY MEMBERS

On February 4, at our annual Heritage & Friends Luncheon, Saddleback Memorial Foundation President Cecilia Belew recognized the newest Heritage Society members (right): Joseph Doria of Aliso Viejo, Leslie Ann Palm of Laguna Woods, and Ed and Kathy Harcharik of Foothill Ranch. The luncheon honors Heritage Society members and Friends of the Foundation. Heritage Society members include Foundation supporters who have contributed through estate bequests, wills or other planned gifts. Friends of the Foundation have given \$1,000 or more in the past year.



Saddleback Memorial Foundation raises philanthropic support for Saddleback Memorial Medical Center, a community-based, not-for-profit hospital.

For more information or to remove your name from our mailing list, please call (949) 452-3724, or email smf@memorialcare.org.

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24451 Health Center Drive
Laguna Hills, CA 92653
(949) 452-3724
FAX (949) 452-3779
memorialcare.org/smf