

ST. HELENA HOSPITAL FOUNDATION

NEWS

NO. 13 SPRING 2004

WINE AUCTION GRANTS FUND \$1 MILLION TOWARD CONSTRUCTION OF NEW FAMILY BIRTH CENTER

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When Erin Lail Dixon brought her first child, Georgia, into the world at St. Helena Hospital's Family Birth Place, she felt at home.

Erin was surrounded by people she knew and trusted—from the staff she had met at her Hospital-sponsored childbirth class, to her family. There was the head nurse who greeted her upon arrival and the nurse anesthetist who cheerfully came in at 3 a.m. In a private room, Erin not only had caring professionals nearby, but also her loved ones—

ERIN LAIL DIXON, WHO DELIVERED BOTH OF HER BABIES AT ST. HELENA HOSPITAL'S FAMILY BIRTH PLACE, READS A BOOK WITH 2-YEAR-OLD DAUGHTER GEORGIA.

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ST. HELENA HOSPITAL FOUNDATION

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Carole Williams

continued from cover page

husband Tom Dixon at her side, and parents Robin and Jon Lail just outside the door with her sister and friends, should she call for any of them.

Erin found the same comforting support that her friends had told her about when they shared their Family Birth Place stories.

When she returned in 2003 to deliver second child Henry, her experience was much the same. The environment was once again very comfortable and nurturing, she says. She especially appreciated Certified Nurse Midwife Sue Turner and RN Virginia Luke who were at her bedside during labor.

"I had a great experience at the Family Birth Place," says Erin, sitting in the Lail Vineyards office of Beckstoffer House. "I don't like to be in a hospital, but it was a great experience. I had a spectacular view from my room; we had dinner on the private [outdoor] deck—it was the best experience you could expect to have when delivering a baby."

That's been the consensus among her friends, says Erin, virtually all of whom have delivered their children at the Family Birth Place.

"I'd recommend it to anyone," says Erin.

COMMUNITY SUPPORT FOR A NEW FAMILY BIRTH PLACE

To address a need for new facilities, St. Helena Hospital has undertaken a multi-million dollar project to relocate and expand the Family Birth Place. A new, free-standing building will house a Women's Surgical and Family Birth Center. Construction is scheduled to begin in 2005.

The majority of Family Birth Place mothers take advantage of in-room delivery, which is the current standard of care. The new unit will accommodate a substantial increase in the size of these private rooms. The new plans also integrate an operating delivery room right on the unit for Caesarean sections and high-risk deliveries.

THE NAPA VALLEY WINE AUCTION HAS CONTRIBUTED A TOTAL OF \$1 MILLION OVER TWO YEARS TOWARD THE FAMILY BIRTH PLACE PROJECT. THE ST. HELENA HOSPITAL FOUNDATION IS SEEKING ADDITIONAL FUNDING TO COMPLETE THE NEW FAMILY BIRTH PLACE.

A CENTURY PLUS OF BABIES

St. Helena Hospital, which celebrated its 125th anniversary in 2003, has provided maternity services since its first recorded birth in April 1880. Now serving about 400 women and their families each year, the Family Birth Place works with women to determine how they want to experience labor: without anesthesia or with an epidural at whatever hour needed.

A strong bilingual prenatal education program and a postpartum home visit for each mother by a staff nurse help ensure not only a safe delivery but a healthy baby and confident mother as well.

For more information about naming opportunities and fundraising efforts in support of the Women's Surgical and Family Birth Center, contact the Foundation Office at (707) 963-6208.



GEORGIA DIXON, WHO WAS BORN AT THE FAMILY BIRTH PLACE IN JULY 2001, HOLDS HER BABY BROTHER, HENRY, SOON AFTER HIS BIRTH THERE IN JULY 2003.

DONORS AND GRANTS SUPPORT TECHNOLOGY AND PROGRAMS

Key donations and grants received in 2003 are helping St. Helena Hospital to purchase needed medical equipment and develop new programs to benefit patients.

MOBILE C-ARM

A \$180,000 mobile C-arm fluoroscopy unit was purchased for the Surgery Department with the help of several donors. The **St. Helena Hospital Volunteers** donated more than \$30,000 toward the equipment purchase, while the **Peter A. and Vernice H. Gasser Foundation** contributed \$25,000. Volunteer and Foundation Board member **John Pershing and his wife Fran** also made a major gift toward the project.

A diagnostic tool frequently used by surgeons, the C-arm provides real-time visualization of bones and tissue during procedures, from orthopedic surgeries



SURGEON ROBERT DUNHAM, MD, (RIGHT) SHOWS OFF THE MOBILE C-ARM IMAGING UNIT TO VOLUNTEERS JOHN PERSHING (LEFT) AND ELLSWORTH JUDY (MIDDLE). THE ST. HELENA HOSPITAL VOLUNTEERS AND THE PERSHINGS MADE SIGNIFICANT DONATIONS TOWARD THE PURCHASE OF THE EQUIPMENT.

such as repair of fractures and broken hips, and vascular cases, such as angiograms, to gallstone removal. The system is portable, allowing it to be easily wheeled wherever needed.

The C-arm "is a workhorse," says Robert Dunham, MD, surgical director of the Van Asperen Center for Minimally Invasive Surgery. "We use this equipment every day. The images it makes are phenomenal."

PHELPS FOUNDATION BREAST CANCER PROGRAM

With the support of a \$150,000 grant from the **Joseph Phelps Vineyards Foundation**, St. Helena Hospital is developing a program to address the fragmentation of the health care system by

helping woman diagnosed with breast cancer to gather information in one place.

The concept is to create a one-stop consultation program where women newly diagnosed with breast cancer can meet with all of the physicians involved in their case—the radiologist, pathologist, oncologist, general and plastic surgeons—to discuss and fully understand their disease and treatment options.

"Instead of bouncing between several different doctors at a time, the woman will get everyone's opinion at once," says oncologist Gregory Smith, MD.

The Phelps grant will support development of the program, including hiring of a nurse coordinator and location of appropriate conference space.

SURGICAL LIGHTS

Surgeons not only need the latest lasers and scopes to perform their highly intricate work, but also some more basic tools that provide the proper environment for them to operate.

Two sets of surgical lights—one for the Heart Surgery Suite and one for the Van Asperen Center for Minimally Invasive Surgery—are now in use at St. Helena Hospital with the help of two donations.

A **Foundation Board member who wishes to remain anonymous and Hospital volunteer Marge Bartolucci and her husband Bruno** each donated \$25,000 toward the purchase of the durable, high intensity surgical lights, which can be focused to provide shadow-free illumination.

BLOOD COAGULATION MACHINE

Many times during open-heart surgery the conditions that cause continued bleeding cannot be detected until the patient is out of surgery. New technology called TEG Blood Coagulation Assessment can identify bleeding complications before the surgeon can and can halt the bleeding process.

The **St. Helena Hospital Volunteers** donated \$27,000 in 2003 toward the purchase of a blood coagulation machine for the Heart Surgery Suite. This equipment can reduce by 50 percent the need to bring patients back to perform additional surgery to address the bleeding, thereby reducing the use of blood product and saving the patient from the trauma and cost of another procedure.

WOMEN'S CARE TECHNOLOGY

Community Projects, Inc. awarded \$20,000 to the St. Helena Hospital Obstetrics & Gynecology clinic in Napa to purchase diagnostic equipment, including a new portable ultrasound and colposcope for outpatient use.

The colposcope is used to obtain a sample for biopsy when a woman's pap smear or cervical cancer screening result, is abnormal. The ultrasound also allows physicians to evaluate first trimester bleeding in pregnant women during an office visit. Many times, the test allows physicians to reassure expectant mothers that their baby is okay, without making them wait for results from a hospital visit.

In the summer of 2003, St. Helena OB-GYN (formerly Henry & Gambetta) opened a new clinic in Napa, located at 935 Trancas St., Suite 4B. The donation makes the tests available there, so Napa women don't have to travel to St. Helena for them.

Gaylon Kastner, president of Community Projects, Inc., which has donated \$45,000 to St. Helena Hospital to fund a variety of projects in recent years, says the fact that the OB-GYN clinic provides many unreimbursed services to uninsured or under-insured women was an important factor in the grant award.

"We felt very strongly about this donation," she says, noting that it was approved by a unanimous vote of the general membership of about 140 people. "Everyone thought it was a very worthwhile cause. We were pleased that the equipment was going to be used in a Napa facility to help women."



HEART SURGEON ANDREAS SAKOPOULOS, MD, USES A NEW SET OF SURGICAL LIGHTS PURCHASED FOR THE HEART SURGERY SUITE BY MARGE AND BRUNO BARTOLUCCI.

t w o t h o u s a n d t h r e e

Year In Review

ST. HELENA HOSPITAL

IN NOVEMBER—FOR THE
THIRD YEAR IN A ROW—
HEALTHGRADES,
THE HEALTHCARE
QUALITY RATINGS
COMPANY, PLACED
ST. HELENA HOSPITAL
AS BEST IN
CALIFORNIA'S NORTH
BAY/NORTH COAST
REGION FOR OVERALL
CARDIAC SERVICES.

LOOKING BACK AT THE HOSPITAL'S HISTORY OVER THE LAST CENTURY AND A QUARTER ILLUSTRATES HOW FAR HEALTHCARE AND MEDICAL TECHNOLOGY HAVE COME—AND HOW REMARKABLE, THAT IN A CHANGING WORLD, ST. HELENA HOSPITAL'S MISSION HAS NOT CHANGED AT ALL. THE INSTITUTION IS STILL COMMITTED TO HEALING EACH PATIENT AS A WHOLE PERSON—MIND, BODY AND SPIRIT.

The year 2003 was a time to look back, and more than ever, a time to look forward for St. Helena Hospital.

Celebrating the 125th anniversary of its founding on June 6, 1878, the Hospital family gathered for a weekend celebration in October, including a worship service at Elmshaven Church and a community party on the Hospital lawn, featuring music and historical tours.

Employees and Hospital supporters were amused by the display of historic photographs chronicling the early days of the Rural Health Retreat (as the Hospital was first named) when nurses in heavy skirts and starched pinafores cared for the first patients, some of whom slept in tents to enjoy the fresh country air.

Looking back at the Hospital's history over the last century and a quarter illustrates how far healthcare and medical technology have come—and how remarkable, that in a changing world, St. Helena Hospital's mission has not changed at all. The institution is still committed to



ROBIN LAIL, IMMEDIATE PAST PRESIDENT OF THE FOUNDATION BOARD, SPEAKS AT ST. HELENA HOSPITAL'S 125TH ANNIVERSARY CELEBRATION HELD ON OCT. 19, 2003.

healing each patient as a whole person—mind, body and spirit.

t w o t b o u s a n d t b r



HEATHER PEÑA, MD, MEDICAL DIRECTOR OF ONE: THE NAPA VALLEY PERSONAL HEALTH EXPERIENCE, TALKS WITH ST. HELENA RESIDENT HAROLD GREEN, WHO PARTICIPATED IN THE NEW PROGRAM. "I FOUND THE PROGRAM VERY THOROUGH, COMPLETE AND PRACTICAL," SAYS GREEN OF HIS ONE EXPERIENCE. "IT AFFORDED ME NEW OPPORTUNITIES TO SEE MY HEALTH ON A COMPREHENSIVE BASIS, AND I CAN HIGHLY RECOMMEND IT."



ROBERT DUNHAM, MD, (CENTER) MEDICAL DIRECTOR OF THE VAN ASPEREN CENTER FOR MINIMALLY INVASIVE SURGERY, HOSTED A SEMINAR FOR PHYSICIANS, IN FALL 2003, FEATURING JOSEPH PETELIN, MD, (SECOND FROM LEFT), A PIONEER IN DEVELOPMENT OF INSTRUMENTS AND TECHNIQUES FOR PERFORMING LAPAROSCOPIC SURGERY. ALSO ATTENDING WERE (LEFT TO RIGHT) GUEST SANDY GARTLAND, AND ERNEST AND VIRGINIA VAN ASPEREN, FOR WHOM THE CENTER WAS NAMED.

With its legacy of compassionate care serving as inspiration, the Hospital continued to look toward a bright future in 2003, marking its 125th year with the opening of new services, the addition of state-of-the-art technology, and continued honors for clinical quality.

VAN ASPEREN CENTER FOR MINIMALLY INVASIVE SURGERY

With the purchase of the \$185,000 Olympus EndoALPHA™ technology in 2003, St. Helena Hospital opened the Van Asperen Center for Minimally Invasive Surgery. The new Center was named in honor of St. Helena residents

Virginia and Ernest Van Asperen for their gift of \$1 million to the Hospital.

"I'm very excited about the new center," says Virginia Van Asperen, "because it's the way of medicine for the future."

The Center's new technology facilitates more complex procedures, allowing more accurate visualization of tissues, shorter operative times and better patient outcomes.

Surgical Director Robert Dunham, MD, is one of the few North Bay surgeons fellowship-trained in advanced laparoscopy. He collaborates with a group of specialists in general surgery, cardiovascular surgery, orthopedics, gynecology, urology and plastic and reconstructive surgery to provide minimally invasive procedures.

ONE PROGRAM FOR OPTIMUM HEALTH

Building on the Hospital's tradition of preventive health and wellness, the St. Helena Center for Health launched a new program in 2003 called ONE: the Napa Valley Personal Health Experience.

ONE provides a day of personalized health assessments to form the basis for a yearlong relationship with Harvard-trained internist Heather Peña, MD, who helps people to achieve their optimal health. It is the newest program for the Center for Health, which is also celebrating its 35th anniversary of offering wellness programs, such as the seven-day live-in Nicotine Addiction Program.

Said Baarma, a 52-year-old businessman from Jeddah, Saudi Arabia, who learned about the Center for Health on the Internet, participated in several programs in 2003, including the ONE and stop-smoking programs.

"Taking the steps to attend these programs was the finest investment I have done. I have given myself a new lease on life," says Said.

He appreciated the convenience of the ONE program—having all the tests done under one roof and in one day.

"It is so personalized. Nobody is rushed.

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t w o t h o u s a n d t h r e e

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Time is taken to explain things to you in full detail," he says. "It is really a way of life that guides you into keeping and maintaining your physical and mental well being."

CARDIAC CENTER OF EXPERTISE

St. Helena Hospital's Cardiac Center remained a leader in heart care in 2003.

In November—for the third year in a row—HealthGrades, the healthcare quality ratings company, placed St. Helena Hospital as best in California's North Bay/North Coast region for overall cardiac services. The sixth annual "HealthGrades Hospital Quality in



America Study" analyzed and rated procedures and diagnoses in the nation's 5,000 hospitals, with fewer than 15 percent of hospitals meriting a five-star rating in a given category.

St. Helena Hospital received five-star ratings for clinical performance in cardiac interventional procedures—the only five-star-rated provider in the North Bay/North Coast. St. Helena was rated among the "Top 5 in California" for these procedures, which are performed in the catheterization lab. The Hospital also received five stars for peripheral vascular bypass surgery.

The HealthGrades ratings followed the July designation of St. Helena Hospital as a Coronary Artery Bypass Graft (CABG) Center of Expertise by Blue Cross of California. St. Helena Hospital was one of 70 hospitals around the state and the only Napa County provider selected for the designation, based on demonstrated

expertise in performing CABG surgery, including outcome measures, procedure volumes and complication rates.

PATIENTS GIVE HIGH MARKS FOR CARE

In a 2003 statewide voluntary patient satisfaction survey, called the Patients' Evaluation of Performance in California (PEP-C), St. Helena Hospital received above average ratings (the highest score) across the board in all 13 measures.

Questions on the survey covered areas such as whether patients were treated

ranked above the state or national average for quality of patient care in 9 of 11 measures in the report by the U.S.

Department of Health and Human Services and the Centers for Medicare and Medicaid Services.

While Home Care Services patients are significantly older than the average agency population, fewer of them required a hospital admission or Emergency Room visit than the state and national average.

Home Care Services once again benefited from the generosity of a local business in 2003. Zumwalt Ford of St. Helena



THE STAFF OF ST. HELENA HOSPITAL HOME CARE SERVICES GATHERS AROUND THE LATEST VEHICLE DONATED FOR THEIR USE BY ZUMWALT FORD OF ST. HELENA—A RED FORD MOUNTAINEER.

with respect and dignity, whether hospital staff explained test results and treatment options clearly and how they explained what to expect after the patient left the hospital.

St. Helena Hospital's home health agency also performed well in a November 2003 government report card. Adventist Health Home Care Services

donated use of a new, red Ford Mountaineer to the agency for employees to use on patient visits or when their own vehicles are being repaired.

"We are grateful to Zumwalt Ford for their ongoing support of our services, which helps us to continue focusing on providing the best possible care," says Director Shawnee Johnson.

NEW PHYSICIANS JOIN MEDICAL STAFF IN 2003

IN ORDER TO MAINTAIN ITS REPUTATION FOR EXCELLENCE, ST. HELENA HOSPITAL CONTINUES TO ATTRACT HIGHLY CREDENTIALLED PHYSICIANS. THE FOLLOWING PHYSICIANS JOINED THE MEDICAL STAFF IN 2003:



DAVID BOWDEN, MD (1)
Psychiatrist
Silverado Psychiatric Center
Deer Park Professional Building, Suite 302
Office: (707) 963-6507



PETER CHANG-SING, MD (2)
Board Certified in Internal Medicine,
Cardiovascular Disease and Clinical
Cardiac Electrophysiology
500 Doyle Park Dr., Suite 302, Santa Rosa
Office: (707) 573-7070



DEBORAH GEARY, MD (3)
Board Certified in Obstetrics and Gynecology
St. Helena OB-GYN
1530 Railroad Ave
Office: (707) 963-5006



STEPHEN J. FRANZINO, MD (4)
Board Certified in Orthopedic Surgery
St. Helena Institute for Sports Medicine
and Orthopaedics
Deer Park Professional Building, Suite 203
Office: (707) 968-9914



MARK K. POTTER, MD (5)
Board Certified in General Surgery
Napa Valley Laparoscopy
1127 Pope St., Suite 106, St. Helena
Office: (707) 967-1970



ANDREAS SAKOPOULOS, MD (6)
Board Certified in Surgery and
Thoracic Surgery
Deer Park Professional Building, Suite 301
Office: (707) 963-6300

VOLUNTEERS HELPED PURCHASE NEEDED EQUIPMENT

Thomas Stiles, MD, makes a purchase in the Big Oak Gift Shop, assisted by the staff (left to right): Julie Lloyd, Volunteer Services director, Lucile Lewis, volunteer cashier, Big Oak Gift Shop manager, Patty Worthey, and volunteer Ann Patton. The St. Helena Hospital Volunteers operate the Big Oak Gift Shop located in the Hospital lobby and the Acorn Thrift Shop in St. Helena. Each year, the Volunteers donate a percentage of the profits from merchandise sales back to the Hospital for the purchase of needed equipment and for operations. In 2003, for example, the Volunteers helped to purchase a mobile C-arm fluoroscopy unit for the Surgery Department and a computer system for the Sleep Studies Lab.



St. Helena Hospital Foundation *Welcomes*



CHUCK MCMINN

Chuck McMinn joins the Foundation Board with more than 20 years of experience creating, consulting and working in several startup technology companies. He is a self-proclaimed "startup junkie" and the Foundation Board is appreciative of having Chuck's enthusiasm and entrepreneurial spirit on the fundraising team.

Originally from New Jersey, Chuck received a Bachelor of Science in electrical engineering from Brown University, a Master of Science in electrical engineering from Syracuse University and an MBA from Harvard University.

Chuck currently serves as chairman of Covad Communications and Certive Corporation, both of which he founded. Covad Communications, the leading national broadband provider of high-speed Internet and network access utilizing DSL technology, and Certive Corporation, a provider of a new generation of real-time business information analysis tools, are just two of Chuck's many ventures. He is also actively involved with DishnetDSL, a DSL and Internet service provider in India.

In 2000, Chuck and his wife, Anne, embarked on a new adventure—owning and running a winery in the Napa Valley. They first purchased two vineyards, Vineyard 29 in April 2000, which produces Cabernet Sauvignon and soon Cabernet Franc, and Aida Vineyards in December 2000, which produces Cabernet Sauvignon, Merlot and Zinfandel. In September 2003, Chuck and Anne completed development of their new winery and caves at Vineyard 29 in St. Helena.

Chuck first became aware of St. Helena Hospital through Heather Peña, MD, as one of her first participants in an executive health program that has evolved into the ONE program. "I was very impressed with the quality of the Hospital services and the customer focus throughout the entire process," says Chuck.

Chuck and Anne currently share time between their home in Los Altos Hills, where they have lived since 1991, and St. Helena. They plan to move full time to the Napa Valley when they have completed the renovation of their home on the Vineyard 29 property.

ANDREA PHELPS



Andrea Phelps moved to St. Helena six years ago from Los Angeles with her husband, Bill. They have two children: Will, a senior at Cate School in Santa Barbara, and Allie, a sophomore at Vanderbilt University.

Andrea, an interior design graduate from UCLA and an English graduate from the University of Washington, worked for more than 20 years as an interior designer in the Los Angeles area. Even with her busy work schedule, Andrea always found time to volunteer and give back to her community. She raised funds and served as president of the San Marino Junior Alliance, which raised money for a halfway house to shelter physically abused women and women with substance abuse problems.

Andrea has past experience in healthcare fundraising as well. She was involved with raising money for cardiovascular equipment at Huntington Memorial Hospital in Pasadena. The St. Helena Hospital Foundation Board is pleased to have Andrea as a new member and the Annual Fund Committee has already put her creativity to work assisting with the auction lot display for the Charade gala in November 2003.

Andrea enjoys taking painting and writing classes, volunteering as an art docent for COPIA, traveling with her husband and gardening. Andrea and Bill will soon be building a new home in Oakville, a project that has them excited!

TAX-PLANNED GIFTS YIELD MAJOR CONTRIBUTIONS

THE PARTNERS OF THE ST. HELENA HOSPITAL PROFESSIONAL BUILDING

Eight St. Helena Hospital physicians, who financed the building of the physician office space on campus and held the Professional Building as partners for more than 25 years, made a gift in 2003 of nearly \$1 million by way of a bargain sale of the building to St. Helena Hospital. The favorable tax treatment provided by this type of gift will allow them to maintain the same income for their life expectancies as they had enjoyed as landlords, without the responsibilities.

VIRGINIA AND ERNEST VAN ASPEREN

The Van Asperens, pleased by the return on their first major investment in St. Helena Hospital last year, purchased their second Charitable Gift Annuity in 2003. As the market continues its volatile performance, they are even more pleased with their decision. Their seven-figure contribution to St. Helena Hospital earned them the option of naming a hospital facility: The Van Asperen Center for Minimally Invasive Surgery.

MARY AND BRUNO GHIRINGHELLI

The Ghiringhellis took advantage of the opportunity to defer payment of capital gains tax on their appreciated stock (purchased in 1992) by using it to purchase a Charitable Gift Annuity. By transferring the stock to St. Helena Hospital rather than selling it themselves, they were able to use the full sale proceeds in the purchase of their annuity. A portion of the income from their annuity will be tax free, a portion taxed at favorable capital gains rates (pro-rated over their life expectancies), and a portion will be taxed as regular income.

GENEVIEVE HERRILL ESTATE

San Francisco businesswoman Genevieve Herrill chose to divide her \$2 million-plus estate between Grace Cathedral, the church she overlooked from her penthouse, and St. Helena Hospital. Though



HEART SURGEON WILFRED HUSE, MD, AND HIS WIFE DR. MARGARET HUSE, ENJOY THE RECOGNITION DINNER FOR PHYSICIANS WHO PARTICIPATED IN THE LANDMARK GIFT OF THE PROFESSIONAL BUILDING TO ST. HELENA HOSPITAL. THE COUPLE IS STANDING NEAR A PLAQUE THAT WILL BE INSTALLED IN THE PROFESSIONAL BUILDING TO HONOR THE PARTICIPATING PHYSICIANS.



GENEVIEVE HERRILL, A GRATEFUL CENTER FOR HEALTH PROGRAM PARTICIPANT, LEAVES A GENEROUS LEGACY TO ST. HELENA HOSPITAL THROUGH HER ESTATE.

Herrill had been active with many San Francisco causes, her last wish was to benefit the church she attended and St. Helena Hospital, where she had been a participant in several Center for Health lifestyle enrichment and wellness programs over the past 20 years.

USING REAL ESTATE AS A TAX PLANNING AND CHARITABLE GIFT TOOL

A few months back, the San Francisco Chronicle real estate section noted the continuing rise in gifts of real estate to charities. The San Francisco Foundation, for example, received \$7.4 million in gifts of real estate last year.

But using real estate to benefit charity doesn't necessarily mean turning over the entire value of the property or even the entire title.

The Bargain Sale allows you to set the price at a place below market value that may see you keeping as much or more in your pocket than if you'd sold at market price and paid capital gains tax or recapture.

The Gift and Sale allows you to put a charity on title for part (or all) of the value of the land—again, this can be carefully calculated to minimize tax—before a sale agreement becomes binding. At the time of sale, both the charity and the donor get their money. The donor also gets a tax deduction.

The Life Estate Reserved gives a taxpayer an income tax deduction that can be used immediately without any cash outlay or change in lifestyle. The taxpayer simply puts a qualifying charity on title for a percentage of the value of a home, vacation home, farm or vineyard, collects the tax break, and keeps using the property. In real numbers, a 65-year old couple can remain for life in their \$800,000 home or rent it out; put a charity on title for a 50% Life Estate Reserved interest (it could be anything between 1-100%), and they get an income tax deduction of about \$190,000—nearly half the value of the portion assigned to charity, which can be carried forward for up to five years.

The Family Charitable Lead Trust (CLT) is also valuable for passing on assets to heirs at a set date and saving or eliminating estate tax. An asset that is appreciated or likely to appreciate (land or blue chip stock) is put into a trust that makes annual payments from the assets to a charity for a set term of years (determined by the donor), and at the end of the term, the asset passes to heirs. At the time of creation of the trust, the asset is out of the donor's estate, the donor gets a gift tax deduction, and the heirs know exactly when they will receive the assets. Other variations on the CLT can also yield income and estate tax deductions.

LYNN MCDOWELL, CSPG, LLB, IS DIRECTOR OF PLANNED AND MAJOR GIFTS AT ST. HELENA HOSPITAL FOUNDATION. FOR MORE INFORMATION ABOUT PLANNED GIVING, CONTACT LYNN AT (707) 963-6535.





EVENTS

ANNUAL GOLF TOURNAMENT AND GALA TOP ALL FUNDRAISING RECORDS IN 2003

(LEFT) GALA HONOREES ALEX AND BOB PHILLIPS AND FOUNDATION BOARD CHAIR DAPHNE ARAUJO, WITH HER HUSBAND, BART, HELP RAISE FUNDS FOR ST. HELENA HOSPITAL

(CENTER) GENE DUFFY (FAR RIGHT), OWNER OF DUFFY'S-MYRTLEDALE IN CALISTOGA, AND FRIENDS ENJOY A PERFECT DAY OF GOLF AT THE NAPA VALLEY COUNTRY CLUB. DUFFY'S-MYRTLEDALE WAS AN EAGLE SPONSOR FOR ST. HELENA HOSPITAL FOUNDATION'S 2003 GOLF TOURNAMENT.

(RIGHT) MARGRIT AND ROBERT MONDAVI AND TRISH STEPHENS ENJOY THE FESTIVITIES AT CHARADE.

(BELOW) GALA CHAIR GAYLE RIMERMAN (FRONT RIGHT), AND HER FRIENDS CELEBRATE THE SUCCESS OF THE LIVE AUCTION.



HARVEST INVITATIONAL GOLF TOURNAMENT RAISES OVER \$45,900 FOR HOSPITAL CARDIOVASCULAR CENTER

The 14th Annual Harvest Invitational Golf Tournament was a wonderful success this year with an attendance of 120 players who enjoyed the festivities at the Napa Valley Country Club. More than \$45,900 was raised after expenses, almost double the amount raised in last year's tournament.

The Foundation attributes this triumph to the overwhelming support of 52 local businesses, Hospital vendors and individuals who sponsored the event and to the leadership of tournament co-chairs Jim Wright, Chuck Adams and Kathryn Fowler.

Jim Wright, executive vice president of Vintage Bank in St. Helena, and Chuck Adams, director of Medical Imaging at St. Helena Hospital (shown above), have organized the Foundation golf tournament for the past decade.

"Jim and Chuck have volunteered countless hours planning, recruiting players and sponsors and organizing other event details. The Foundation is so grateful to Jim and Chuck for their continued support over the years," says Elaine John, executive director of the St. Helena Hospital Foundation.

A newcomer to the tournament planning committee is Kathryn Fowler, owner of Alan's Framing & Photography. Kathryn was instrumental in organizing the first live auction held at the golf tournament. The three golf experience lots auctioned this year raised \$6,500.



CHARADE GALA RAISES OVER \$428,000 FOR THE CARDIOVASCULAR CENTER

More than 275 guests raised \$428,733 after expenses at the Charade Gala held at the Culinary Institute of America at Greystone.

The November 1st event honored Alexandra and Robert Phillips for their tremendous community support in Napa Valley and the Bay Area. In honor of Bob and Alex, the Foundation has established the Alexandra and Robert Phillips Cardiovascular Endowment Fund. This endowment fund will ensure excellence in cardiovascular programs at St. Helena Hospital. On the night of the gala, the Phillipses' friends and fellow community members raised \$173,700 for this endowment fund.

Gayle Rimerman, the Charade gala chair, put her creativity into making all aspects of the event a success.

"Gayle's dynamic leadership and personal investment of her time are key to the success of this important fundraiser for St. Helena Hospital's Cardiovascular Center," says Elaine John, executive director.



(ABOVE LEFT) THE OCTOBER FORUM WAS HOSTED BY PAM AND GARY JAFFE AT THEIR HOME IN ST. HELENA AND SPONSORED BY EVALYN AND BOB TRINCHERO.

(ABOVE) CHARLES BALL, JUDITH CALDWELL AND TOM RIMERMAN ENJOY AN EVENING AT MEADOWOOD FOR THE FEBRUARY 2003 PRESIDENT'S FORUM EVENT.

(LEFT) SUSAN LOVE, MD, OF THE SUSAN LOVE MD BREAST CANCER RESEARCH FOUNDATION IN SANTA BARBARA, RESPONDS TO QUESTIONS ON BREAST HEALTH ISSUES FROM EAGER AUDIENCE MEMBERS.

(RIGHT) WORLD-RENOWNED ARTIST AND DESIGNER, LAUREL BURCH, SHARES "THE ART OF HEALING" WITH PRESIDENT'S FORUM MEMBERS.



join the forum

Members make annual gifts at several levels:

PLATINUM MEMBERSHIP

donors of \$10,000 and above

GOLD MEMBERSHIP

donors of \$5,000 to \$9,999

SILVER MEMBERSHIP

donors of \$2,500 to \$4,999

BRONZE MEMBERSHIP

donors of \$1,250 to \$2,499

PRESIDENT'S FORUM HOSTS RENOWNED SPEAKERS

In February 2003, President's Forum members enjoyed an inspiring presentation at Meadowood from world-renowned artist, designer and entrepreneur, Laurel Burch. Laurel shared her journey of finding peace and inner strength through creating art to help her battle a rare bone disease.

At the October President's Forum event, Susan Love MD, spoke about the connection between breast cancer and hormones. Dr. Love, an accomplished surgeon, researcher and activist, has written several highly regarded books, including *Dr. Susan Love's Breast Book*. The event was hosted by Pam and Gary Jaffe at their home in St. Helena and sponsored by Evalyn and Bob Trincherro.

To request information on President's Forum membership and benefits, please call the Foundation office at: (707) 963-6208.

MESSAGE FROM
 FOUNDATION BOARD CHAIR
DAPHNE ARAUJO



DEAR FRIENDS OF ST. HELENA HOSPITAL,

As in any business, hospitals find it hard to stay the same; they are either improving or losing ground in the effort to maintain quality and efficiency. At St. Helena Hospital, it is clear to me that Becoming Better, or rather, Becoming the Best, is the measure against which decisions are

being made on a daily basis.

How St. Helena Hospital is assuring its excellence in the present and the future of medicine and health care can readily be seen in its investments in developing newer, more effective procedures that promote faster healing; offering improved pharmaceuticals; purchasing the latest, advanced technology; creating new programs and services, like the Van Asperen Center for Minimally Invasive Surgery; and recruiting the best-credentialed physicians.

The environment in which hospitals finance their investments in the future of medicine is an extremely difficult and complex one. Non-funded government mandates have prevented hospitals from collecting the full cost of procedures. Managed care has resulted in lower reimbursement for services. And additional funding is required to offset the high cost of improved technology and pharmaceuticals.

Having access to the best medical care is something that we all want for our families and our friends, not only in emergencies, but also on a daily basis. St. Helena Hospital serves our whole community 24 hours a day, seven days a week, providing compassionate and excellent care to all its patients. To maintain this level of service for us now and in the future, philanthropy is required to fund the investment in healthcare excellence.

Community support makes the difference between having a good and a great hospital in our region. Please consider supporting St. Helena Hospital. Your gift is needed to help change and save lives every day.

**SINCERELY,
 DAPHNE ARAUJO, CHAIR
 ST. HELENA HOSPITAL FOUNDATION
 BOARD OF DIRECTORS**

This year St. Helena Hospital Foundation raised a record high in philanthropic contributions. That we continue to realize an annual increase in donations, in spite of an uncertain economy, is both heartening and inspiring. It underscores that an increasing number of individuals and businesses are enjoying their role in helping to make St. Helena Hospital the center of healing that we all want in our community.

As you review this annual report, it is appropriate for you to make a connection between your personal contribution and what we've been able to do as a result of your investment, whether it be the purchase of new technology, recruitment of outstanding new med-

FOUNDATION EXCEEDS ALL RECORDS \$5.3 MILLION IN 2003

AS ONE GENEROUS VINTNER WHO DOUBLED HIS DONATION THIS YEAR COMMENTED, "THE CONTINUING IMPROVEMENTS AT THE HOSPITAL ARE CAUSE FOR GRATITUDE BY SO MANY OF US." THIS APPRECIATION WAS UNDERScoreD BY 65% OF OUR DONORS WHO INCREASED THEIR GIFTS FROM THE PREVIOUS YEAR.

ical staff, or achievement of high ratings in patient satisfaction and patient outcomes. Your gift has had a direct impact on excellence in all of these areas.

Of the nearly \$5.3 million raised this year, less than 1% was unsolicited. Led by Daphne Araujo, 26 community Foundation Board members have worked together to develop and implement a plan for increasing support to St. Helena Hospital. These volunteers' personal generosity, reflected in this year's totals, as well as the tremendous results they've achieved through personal solicitation and highly successful events, are to be commended. We're very proud that the Foundation's rate of return on dollars spent in



**ELAINE JOHN
 EXECUTIVE DIRECTOR
 ST. HELENA HOSPITAL FOUNDATION**

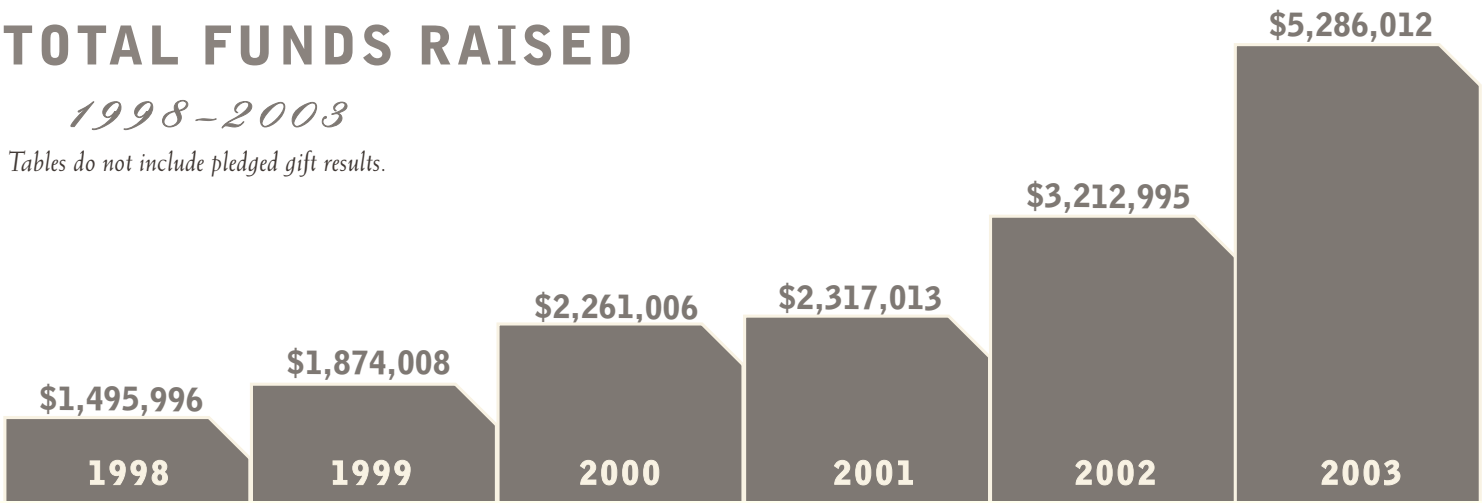
fundraising exceeds industry standards for effectiveness (see graph, opposite page).

Donations from St. Helena Hospital administration, physicians, employees and volunteers also increased this year, which is a strong endorsement for both the quality of our Hospital staff and the care they give to each patient every day.

TOTAL FUNDS RAISED

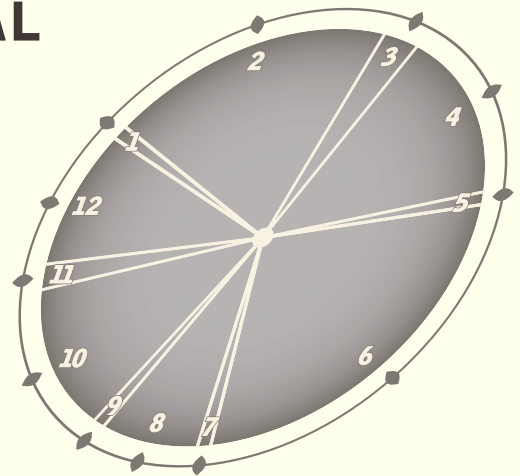
1998-2003

Tables do not include pledged gift results.



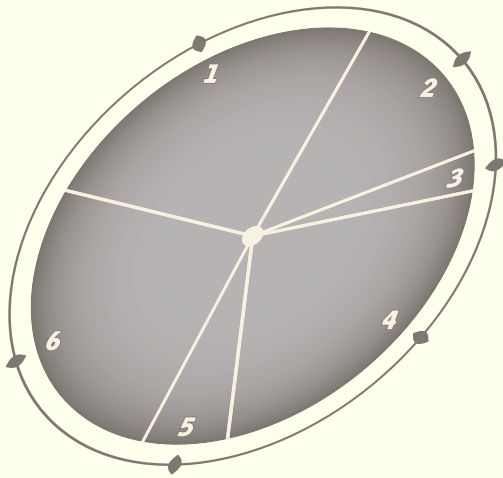
2003 GIFTS TO ST. HELENA HOSPITAL

- 1. DIRECT MAIL1%
- 2. IN KIND20%
- 3. ENDOWMENT INCOME3%
- 4. ENDOWMENT15%
- 5. MEMORIALS1%
- 6. NON-ENDOWMENT BEQUEST26%
- 7. UNSOLICITED DONATIONS1%
- 8. PERSONAL SOLICITATION8%
- 9. HOSPITAL VOLUNTEERS1%
- 10. GRANTS13%
- 11. INTEREST EARNED2%
- 12. EVENTS9%



WHERE YOUR MONEY GOES

- 1. UNRESTRICTED24%
- 2. CAPITAL PROJECTS15%
Family Birth Place, CSH Playground
- 3. CHARITY CARE/COMMUNITY OUTREACH4%
The Women's Center Programs, Charity Care, Lifeline, Community Action Committee, Mental Health Programs, Work Well, Employee Assistance Fund
- 4. ENDOWMENT25%
Charitable Gift Annuities, Alexandra and Robert Phillips Cardiovascular Fund, 24/7 General Endowment and other special purpose Endowment Funds
- 5. EQUIPMENT/TECHNOLOGY7%
Mobile C-Arm, Mini C-Arm, Spiral CT Helical Scanner, Urology Surgical Suite, PCA Pain Pumps, Portable Ultrasound, Colposcope, Surgical Lights, Sleep Study Software
- 6. PATIENT CARE25%
Breast Cancer Program, Emergency Services, Reconstructive Surgery, Pulmonary Rehab and Research, Home Health, Cardiac Care, Medical/Surgery Services, Center for Health, Kidney Center, Minimally Invasive Services



RATE OF RETURN ON FUNDRAISING DOLLARS SPENT

1998-2003

NATIONAL MEDIAN RATE OF RETURN FOR COMMUNITY HOSPITALS	\$5.07
ST. HELENA HOSPITAL AVERAGE RATE OF RETURN FOR 1998-2002	\$6.33
ST. HELENA HOSPITAL 2003 RETURN ON FUNDRAISING DOLLARS SPENT	\$7.37