



THE PULSE

Winter 2010

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+ Spotlight on Healthcare Excellence

Everyone Needs Blood.



At Saddleback Memorial Medical Center approximately 7,000 units of blood and an additional 7,000 units of blood components (plasma and platelets) are used each year in life-saving procedures. Blood improves both the quality and length of a person's life. It cannot be manufactured and is obtained only through voluntary blood donation.

Saddleback Memorial has relied heavily on the American Red Cross and other blood centers for blood supply, usually charging the medical center high fees. Only five percent of the nation's population donates blood and shortages are frequent. The result: surgical procedures are delayed or cancelled and transfusions for medical patients are jeopardized, placing patients at risk.

In October 2009, Saddleback Memorial piloted its own blood collection program, opening the Blood Donor Center within the medical center. After a successful first year, the Blood Donor Center collected and transfused 2,287 units of blood.

More than 2,000 Saddleback Memorial patients have benefited from blood donated on-site. Much of the blood is utilized for emergency medical conditions, surgical procedures, mothers who have just given birth, and patients that require long-term transfusions.

Saddleback Memorial Foundation is spearheading a fundraising project to raise money for the expansion of the Blood Donor Center. In addition to collecting blood, the expansion would enable the center to collect specific blood components such as plasma and platelets, which are beneficial to patients with different needs.

For example, red blood cells that are collected benefit anemic patients; plasma helps patients with
(Cont'd Page 2)

+ Health Notes

Blood Facts

- Blood used in an emergency is already on the shelves before the event occurs.
- More than 1 million new people are diagnosed with cancer each year. Many will need blood, sometimes daily, during their chemotherapy treatment.
- One blood donation can save the lives of up to three people.

According to the American Red Cross

HERITAGE AND HARMONY



Welcoming New Members: Cecilia Belew, president - Saddleback Memorial Foundation; Leonard J. and Carmella Wentworth; Frances A. Beck; Bebe Shaddock, chair – Saddleback Memorial Foundation Board; Steve Geidt, chief executive officer – Saddleback Memorial Medical Center and Jane E. Whistler (not pictured).

Approximately 120 Heritage Society and Friend of the Foundation members celebrated the season of giving at Saddleback Memorial Foundation's *Heritage and Harmony* event on November 14. Four new Heritage Society members were welcomed during the annual recognition event: Frances A. Beck, Leonard J. and Carmella Wentworth, and Jane E. Whistler. Entertainment was provided by the South Coast Singers. The festive event was sponsored in part by long-time donor Gary Damsker.

Heritage Society members support Saddleback Memorial through estate bequests, charitable trusts and annuities, and other deferred gifts. Anyone who has made a yearly cumulative contribution of \$1,000 or more to the foundation, has given a cumulative donation valued at \$25,000 or more, has volunteered 10 years of service or more or is board member for Saddleback Memorial qualifies as a Friend of the Foundation.

For more information about becoming a member of the Heritage Society or Friend of the Foundation, please call the foundation at (949) 452-3724.

EVERYONE NEEDS BLOOD (CONT'D)

bleeding disorders; and platelet donations benefit patients undergoing chemotherapy and patients with liver disease.

Specialized collection machines will give blood donors the opportunity to donate more than one component of their blood enabling them to help multiple patients with each donation.

"Blood shortages throughout the nation will become worse and worse and collection fees will continue to rise," says Thomas Hirose, M.D., medical director of the Blood Donor Center for Saddleback Memorial Medical Center. "Saddleback Memorial and the community must become more self-reliant on much of the medical center's blood and blood component needs."

Having a blood collection center on-site at Saddleback Memorial provides convenience to friends, family and relatives wishing to donate blood to patients of the hospital, while patients appreciate knowing from whom the blood came.

Anyone interested in providing a charitable contribution to this life-saving project should contact the foundation at (949) 452-3724.

+ Events Calendar

📅 December

Tree of Light

Thursday, December 2

Saddleback Memorial

Medical Center, Laguna Hills

Conference Rooms 2 & 3

- Commemorate a loved one at this annual tree lighting event benefiting Hospice of Saddleback Valley.

📅 January

Saddleback Memorial Associates

Sunshine Performance

Saturday, January 15, 2011

- Saddleback Memorial Associates partner with The Sunshine Club for a musical variety show to benefit Saddleback Memorial Foundation.

Dinner with the Doctor

Wednesday, January 26, 2011

Saddleback Memorial

Medical Center, Laguna Hills

- Enjoy an intimate dinner party and physician-led tour.

📅 March

30th Annual

Farmers & Merchants Trust Company

Associates Golf Classic

*** Rescheduled to:**

Monday, March 14, 2011

Laguna Woods Golf Course

- Proceeds to benefit bed replacement project at Saddleback Memorial.

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

Ways to Give

Did you know you can make an online contribution in support of Saddleback Memorial Medical Center? It's fast, easy and secure. Visit www.memorialcare.org/smf and click on "Ways to Give."

ON A PERSONAL NOTE...

Cecilia Belew,
President
Saddleback Memorial Foundation



'Tis the season for family gatherings, holiday treats and... blood shortages. Did you know that there are frequent blood shortages throughout the nation during the holidays and flu season, which happen to coincide? The reason is because people are

generally too busy during the holidays to stop and donate blood and anyone who has the flu obviously does not qualify as an acceptable blood donor. Blood shortages ultimately put patients at risk.

Saddleback Memorial Medical Center has relied on the American Red Cross and other blood centers for blood. Since October 2009, Saddleback Memorial has become more self-reliant with its on-site Blood Donor Center. In the past year, more than 2,000 Saddleback Memorial patients benefited from blood collected on-site at our hospital.

We are currently in the midst of raising funds for the expansion of the Blood Donor Center. The expansion would allow donors to also give plasma and platelets, which are beneficial to patients with bleeding disorders and those undergoing chemotherapy, to name a few.

Keep your eye on the mail for information on how you can be a part of this important fundraising project as you think of your year-end gift.

Thank you for your ongoing support of Saddleback Memorial. On behalf of the foundation, we wish you and your family a wonderful holiday season.

Serving San Clemente

Did you know?

The following services are available under one roof at the Saddleback Health Center at Talega in San Clemente:

San Clemente Family Medicine

Two family physicians—Candace Basich, M.D., and Amber Lynn Pachon, M.D. are board-certified family medicine physicians specializing in comprehensive care for the entire family, including children, teens, adults and seniors. Same-day or next-day appointments are usually available for added convenience. Phone: (949) 452-3199



MemorialCare Breast Center

The MemorialCare Breast Center at Saddleback Memorial in San Clemente is an extension of the MemorialCare Breast Center at Saddleback

Memorial in Laguna Hills where advanced follow-up breast care is provided should it be necessary. Screening services include mammography and DEXA bone density testing. Phone: (949) 452-7200

Rehabilitation Services (Outpatient)

Rehabilitation Services at the Saddleback Health Center combine the latest in rehabilitation equipment and evidence-based practice with a professional, certified therapy staff to provide patients with the personalized care they need to achieve their goals through comprehensive physical therapy. Phone: (949) 218-8694

Laboratory Services

The draw station at Saddleback Health Center is conveniently located in Suite 160 on the first floor and is open Monday through Friday. The draw station provides specimen collection for comprehensive laboratory testing and provides results in a quick and timely manner. Phone: (949) 452-3018

Saddleback Health Center
1300 Avenida Vista Hermosa
San Clemente, CA 92673

+ Not-For-Profit

Reinvesting in our Community

Many people often wonder what the difference is between a for-profit and not-for-profit hospital. For-profit hospitals are required to give profits to their investors. As a not-for-profit medical center, Saddleback Memorial reinvests all profits back into the hospital to provide cutting-edge technology to the community. Modern technology often comes with a high price tag, making it difficult for Saddleback Memorial to cover all costs. It is through charitable contributions from generous people in the community that the hospital is able to continually upgrade to remain state-of-the-art and be designated as one of the top 100 hospitals in the nation by Thomson Reuters.

+ Planned Giving

Secure Retirement Income

Investing in a healthy community by creating a Saddleback Memorial Foundation charitable gift annuity helps save lives. A gift annuity is a contractual agreement between a



Philanthropist Evelyn Shopp has been supporting Saddleback Memorial Foundation since 1980. Through the years she has made several contributions to the foundation, many of which include charitable gift annuities.

donor and a charitable organization, such as Saddleback Memorial Foundation, in which the donor gives assets, such as cash, stocks or real estate, in exchange for the organization's guarantee to provide the donor with payments for life. Gift annuity contracts are generally more appealing to older donors because older annuitants have higher annuity rates.

Benefits of a charitable gift annuity include:

- Donor receives monthly or quarterly income for life
- Secure, fixed rates
- Rates can be as high as 7.0 percent for an individual aged 79*
- Partially tax-free income
- Charitable income tax deduction
- Personal satisfaction while investing in the health of the community

For more information about charitable gift annuities, please contact the foundation at (949) 452-3724.

**See enclosed insert with sample rates.*

Source: *The Stelter Company*

+ Year-End Giving

Guide to Year-End Giving

As 2010 comes to a close, many people are considering making contributions to Saddleback Memorial Foundation before year's end. Not only does Saddleback Memorial Medical Center – a not-for-profit hospital – benefit, but the giver does as well. Some of the advantages to year-end giving include:

Saving on this year's income tax

If you itemize deductions, a gift is deductible in the year you make it. Generally, the effect of the deduction is that the higher your income tax bracket, the more you will save in taxes. Charitable deduction tax savings are available by giving cash and other gifts of property such as stocks, bonds, mutual funds, real estate, and insurance policies.

Saving on capital gains tax

Capital gain is the increase in value of an asset such as stock or real estate since the original purchase. If you sold the asset, you would pay a tax on the difference between what you originally paid and what it is worth today. However, if you donate the asset rather than sell it, you can receive a charitable deduction for the full value of the property and avoid the tax on the gain.

Personal Satisfaction

Giving to Saddleback Memorial, whose mission is to improve the health and well being of individuals, families and the community, while receiving financial benefits is a winning combination. Your gift enables the hospital to purchase state-of-the-art medical equipment, provide specialized care and exceptional services and programs for people in the community.

For more information about year-end giving, please contact the foundation at (949) 452-3724.

Source: *The Stelter Company*

Gift Planning on the Web

Help shape the future of Saddleback Memorial Medical Center. Visit the GIFT PLANNING section of the foundation website at: www.memorialcare.org/smf.

+ The Pulse

The Pulse is published by
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www.memorialcare.org/smf

Saddleback Memorial Foundation raises philanthropic support for Saddleback Memorial Medical Center, a community-based, not-for-profit hospital with medical centers in Laguna Hills and San Clemente.

For more information, or to be added to our mailing list, please call (949) 452-3724. Please write to us if you wish to have your name removed from our list to receive fundraising requests in support of Saddleback Memorial Foundation.

Saddleback Memorial Foundation is a 501 (c) (3) not-for-profit organization. Tax ID Number: 33-0011887.