Life is Fragile: Handle with Care
A CEO’s crusade to advance cancer care
Peter Fine, President & CEO of Banner Health alongside Jerre Stead, longtime supporter and chairman of the board of directors of Banner Alzheimer’s Foundation. Bottom, left to right: Paul & Jo Ann Oreffice share a laugh during their cover shoot for FRIENDS. DJ Kyle from 104.7 KISS FM at a Feb. 2013 fundraiser for Banner Children’s. Liz Majercyk is a raffle winner at the Shopping to Remember event benefitting Banner Alzheimer’s Institute.
on the cover – Paul Oreffice, along with his wife Jo Ann, has been an active volunteer and donated to numerous causes and organizations. That generosity now extends to Banner MD Anderson Cancer Center.
Our Mission

Banner Health Foundation and Banner Alzheimer’s Foundation secure and steward charitable gifts to help Banner Health achieve its mission of making a difference in people’s lives through excellent patient care.
“ I feel honored to represent an organization that was named one of the Top 5 Large Health Systems in the U.S. for the third time in four years. ”

Dear Friends,

In just 10 months as chair of the Banner Health Foundation Board of Directors, I have learned so much and had the pleasure of celebrating a number of great accomplishments. As cooler months approach, I look forward to a series of signature special events and other activities that will continue to support our mission of making a difference in people’s lives.

I feel honored to represent an organization that was named one of the Top 5 Large Health Systems in the U.S. for the third time in four years. Banner Health was recognized by Truven Health Analytics, a leading health care analysis firm, for superior clinical outcomes, quality, patient care and efficiency. Whether you are a Banner employee, volunteer or donor, I hope you feel proud of this accomplishment.

As a nonprofit health care system, Banner Health exists to provide the highest quality health care services where they are needed most. Throughout this issue of FRIENDS, you will find examples of how Banner is partnering with you, our donors, to address a variety of health care needs in its hospitals and throughout the community.

The Banner Concussion Center celebrated its grand opening earlier this year. The Center’s comprehensive approach to concussion care includes awareness and education efforts, as well as baseline testing, which is especially important to athletes and others at higher risk of head injury.

Music therapy is an important part of an integrated care plan for pediatric and adult patients alike. I trust you’ll be moved by the wonderful story of one patient’s experience with the music therapy program at Banner Desert.

And on the campus of Banner Behavioral Health, the Howard S. Gray School continues to fill a need in our community, serving youth who face an array of conditions ranging from autism and Asperger’s syndrome, to depression and more. Funded in large part by donations, the school boasts a nurturing environment and academic programs designed to develop intellect, instill self-discipline and boost self-esteem.

Thank you for your generous support of these and countless other important programs and services. I look forward to continuing to work together to build healthy communities.

Sincerely,

Bill Pepicello, PhD
Chairman of the Board
Banner Health Foundation
A dedicated group of approximately 60 women turned out to support Banner Alzheimer’s Institute at the Shopping to Remember luncheon.
Shopping to Remember

The Women’s Council of Banner Alzheimer’s Institute is dedicated to raising funds and awareness on behalf of the Institute. The members are also passionate about fashion and friendship. Those passions intersected in April when the council hosted Shopping to Remember, a luncheon featuring both a fashion show and important information about Alzheimer’s care and prevention efforts at Banner Alzheimer’s Institute.

The luncheon took place at DC Ranch Country Club and raised funds to support family and community service programs at Banner Alzheimer’s Institute. Thanks to Suzanne Hilton, Peggy Federico and Liz Majercyk for leading the event.

Clockwise from top: Event chairs Liz Majercyk, Peggy Federico and Suzanne Hilton. Local model and Banner Health supporter Micheline Etkin takes a picture with two of the young women who helped model the latest fashions at the event. Jen Johnson and Stephanie Linnenkamp sit down to a light lunch and brief program at the Shopping to Remember event. Heidi Berkley and Angela Sommer. Missy Lagomarsino shows off her raffle prize.
Banner Alzheimer’s Foundation, with sponsorship support provided by SCF Arizona and The Arizona Republic/12 News/azcentral.com, held an exclusive corporate breakfast featuring Jeffrey Immelt, chairman and CEO of General Electric. Mr. Immelt, a thought leader and influencer for global economic development shared his thoughts on the impact of health care on the economy. He had great things to say about Banner and Banner Alzheimer’s Institute, calling out both as industry leaders. Mr. Immelt also recognized Banner Health CEO Peter Fine and his team as innovators who are ahead of the curve for health care planning and provision.

According to the Alzheimer’s Association, more than 5 million seniors in the U.S. have Alzheimer’s, a figure that is expected to balloon to 6.7 million by 2025. That sets the stage for a shift in America’s workplaces as more employees
need to balance their careers with caring for aging parents. In terms of health care expenses and lost wages of both patients and their caregivers, the cost of Alzheimer’s disease nationwide is estimated at $100 billion per year. Unless something is done, the cost of dealing with Alzheimer’s disease during the next 40 years is expected to be $20 trillion.

At the conclusion of the breakfast, Mr. Immelt called on the audience of approximately 45 corporate leaders to become part of the solution by getting involved in the fight against Alzheimer’s disease. There are many ways to get involved; such as sharing information about Banner Alzheimer’s Institute, engaging employees in the Alzheimer’s Prevention Registry and by considering an investment in the Banner Alzheimer’s Institute. To learn more visit www.banneralz.org/waystogive.
Becoming Your Parent’s Parent

Gene D’Adamo moderates a panel discussion at a Women Inspiring Scientific Progress (WISP) luncheon. Panelists include (left to right): Maryglenn Boals, Rebecca Ailes-Fine, Suzy Favaro and Dr. Anna Burke.
Women Inspiring Scientific Progress (WISP) hosted a panel discussion called Becoming Your Parent’s Parent earlier this year at the Desert Botanical Garden. The event was moderated by Gene D’Adamo, vice president of Community Relations for Republic Media.

Attendees participated in a conversation focused on the issues of becoming a caretaker for a loved one, especially those with Alzheimer’s disease or dementia, as well as the latest news in research and care. The panel was comprised of Rebecca Ailes-Fine, Maryglenn Boals, Anna Burke, MD, and Suzy Favaro, LCSW.

Through education and activity, WISP seeks to engage more women as advocates on behalf of Banner Alzheimer’s Institute, empowering them to influence resource development for Alzheimer’s prevention, research and care. To learn more or to get involved, contact Banner Alzheimer’s Foundation at 602-747-4483.
For families struggling to make ends meet, health care is sometimes a luxury they simply cannot afford. Since illness doesn’t just strike those with the means to pay for care, Banner School-Based Health Centers, a partnership between Banner Health and local public schools, step in to provide primary pediatric services to uninsured and underinsured children in Arizona. Thanks to the generous support of those willing to invest in children’s health care, the program recently took to the road with the new “Banner Children’s Healthmobile.”

A complement to the three Banner School-Based Health Centers located on school campuses in Glendale, Mesa and Chandler, the Banner Children’s Healthmobile is a licensed, high-tech outpatient treatment center operating like a mobile clinic. As such, it travels to schools in outlying communities near the towns of Queen Creek, Maricopa and Buckeye delivering treatment for an array of health problems, sports physicals and routine annual check-ups to children and adolescents up to 21 years of age.

An estimated 2,500 patients are served annually through Banner School-Based Health Centers, with an estimated 2,500 more now served by the mobile health unit.

Learn how you can support children’s health care and the Banner Children’s Healthmobile by contacting Banner Health Foundation at (602) 747-GIVE (4483).
Friends and generous donors to Banner Health, who have long supported the organization’s efforts to advance scientific research, were instrumental in the recent unveiling of a new $16.3 million Imaging Center at Banner Alzheimer’s Institute (BAI).

Intended to promote statewide collaboration with other biomedical research organizations and institutions, the 18,000-square-foot facility is a hub of research related to Alzheimer’s disease and other neurocognitive conditions, cardiology and oncology. It features an array of state-of-the-art imaging equipment, including positron emission tomography (PET), computed tomography (CT) and magnetic resonance imaging (MRI) technology along with a much needed cyclotron and radiochemistry lab.

Made possible by $9.2 million in funding from the National Institutes of Health and $7.1 million in philanthropic support from generous individuals, corporations and foundations, the Imaging Center will propel efforts by BAI researchers to find treatments to end Alzheimer’s disease before another generation is lost.

**Philanthropic support bolsters imaging research at Banner Alzheimer’s Institute**

During a tour of the Imaging Center at Banner Alzheimer’s Institute, visitors hear from scientists and researchers how state-of-the-art technology is advancing Alzheimer’s prevention and treatment efforts.
Join Our Generous Partners: Support Healthy Communities

Throughout the year, numerous businesses and organizations partner with Banner Health because they share our commitment to build healthy communities. Here are a few ways you can join in these efforts:

**Bashas’**

**Bashas’ and Banner Health Team Up For Breast Cancer**

Beginning October 1 and continuing through the end of the year, buy Bashas’ pink-labeled bottled water at any Bashas’ location and 10 cents from every case will benefit breast cancer programs and services at Banner MD Anderson Cancer Center. Bashas’ locations in the Phoenix Metro area will also be collecting donations at checkout, and will sell specially-marked pink items throughout the month of October in recognition of Breast Cancer Awareness Month. All proceeds will benefit breast cancer programs and services at Banner MD Anderson Cancer Center.

**Take a Swipe at Breast Cancer with Arizona Bank and Trust**

Banner Health Foundation has partnered with Arizona Bank and Trust for a unique fundraiser to benefit Banner MD Anderson Cancer Center. Last year, clients of Arizona Bank and Trust helped raise over $10,000 simply by using their Pink Ribbon debit card. Money raised from this partnership is being used to support the Boutique of Hope at Banner MD Anderson, and specifically, breast cancer survivors who have had a mastectomy.

Banner MD Anderson’s Boutique of Hope is a specialty shop which offers an array of products designed to enhance appearance, boost self-confidence and help make the recovery process more comfortable for patients.

Every time clients of Arizona Bank and Trust use their Pink Ribbon debit card, two-and-a-half cents is donated to Banner MD Anderson. Help support breast cancer recovery today by calling or visiting your local Arizona Bank and Trust branch and ordering your card today.

**Safeway**

**Help Safeway Make Alzheimer’s Disease a Distant Memory**

Safeway stores throughout Arizona (~144 in total) have partnered with Banner Health for a month-long public awareness and fundraising campaign to benefit Banner Alzheimer’s Institute. Between Jan. 3 and Feb. 3, shoppers and community members have the opportunity to support the groundbreaking research and unparalleled care at the institute just by stopping in their local Safeway store. In-store events featuring guest speakers and other promotions will be scheduled at various locations throughout the state. Republic Media has generously agreed to help promote the campaign and its related activities via The Arizona Republic, azcentral.com and 12News.

**Banner Health’s Neonatal Intensive Care Units (NICUs)**

Care for the tiniest and often most fragile patients with advanced technology and personal attention. Our NICUs care for ill or premature infants requiring close observation. This December, Bashas’ will partner with Banner Health to support Banner’s tiniest patients across the Valley. Make a donation at any Bashas’, Food City, or AJ’s locations to help fund the important work taking place in NICU’s Valleywide.

**Join Bashas’ this December in Support of Banner’s Smallest Patients**

**Bashas’ and Banner Health Team Up For Breast Cancer**

**Take a Swipe at Breast Cancer with Arizona Bank and Trust**

**Help Safeway Make Alzheimer’s Disease a Distant Memory**

**Banner Health Foundation**

**Join Our Generous Partners: Support Healthy Communities**
On Feb. 16, Valley radio listeners responded to a call to give hope and good health to pediatric patients across Banner Children’s by raising more than $76,000 through a unique fundraising event.

A partnership between Clear Channel Media + Entertainment and Banner Health, the one-day radio-centered telethon brought together all eight Clear Channel stations in the Valley for the radio giant’s first-ever live simulcast. Broadcasting from the Forever Young Zone at Cardon Children’s Medical Center, on-air personalities from each station; Banner Children’s physicians and other caregivers; and grateful patients and their families shared amazing stories of hope and healing. In turn, volunteers fielded calls from more than 400 donors who felt compelled to give.

Hoping to make the fundraiser an annual opportunity for listeners, Clear Channel and Banner Health are teaming up for another event on Saturday, Feb. 15, 2014. With a revised format and a new name – Banner Children’s Project For Kids, all eight stations will once again come together and engage their respective audiences with the chance to give hope, give health and give back. More details will be announced in the coming months. Be sure to tune in to your favorite Clear Channel station on Feb. 15, 2014 and help make a difference in the life of a child.
People are motivated to donate their time and talent to organizations for a multitude of reasons. For Steve Hilton, chairman and CEO of Meritage Homes Corporation, the decision to join the Banner Alzheimer’s Foundation board of directors centered on one thing – family. With a mother-in-law who struggled with Alzheimer’s for more than a decade, he knows all too well the devastating toll of this dreaded disease. He also understands the power of philanthropy and the impact of community involvement.

Practically a native of Arizona, Steve moved to the Valley when he was 12 and never left. He graduated from the University of Arizona and later co-founded Meritage Homes, a publicly traded homebuilder. While his business activities certainly keep him busy, he still finds time to support organizations that he feels make a difference.

Steve’s connection to Banner Health dates back to 2006, when he was approached by a friend and board member of the newly established Banner Alzheimer’s Institute (BAI).

“I’m not sure if he knew of my connection to the disease or if it was just coincidence, but he thought I would be a good fit for the board,” recalled Steve.

Seeing an opportunity to help grow the institute’s care programs for patients and families of those living with the disease as well as advance scientific research aimed at ending Alzheimer’s, Steve jumped at the chance to get involved.

“I didn’t even know what Alzheimer’s was when I first started dating my wife, Suzi,” said Steve. “I learned pretty quickly that it’s a hereditary disease, which means I have a vested interest in stopping the disease. I know it’s too late to help my mother-in-law, but Suzi and our two young children are at high risk for the disease. For selfish reasons, I wanted to get involved and make an impact.”

While Steve describes his motivations for joining the board as selfish, leaders at Banner view his involvement as anything but. For the last seven years, he has been an outspoken advocate for BAI’s Alzheimer’s prevention research and nationally recognized model of care, a major donor to the institute, and an invaluable volunteer helping to engage community leaders and others willing to invest in Alzheimer’s prevention.

Steve was instrumental in last summer’s launch of an aggressive $40 million campaign, The BAI Breakthrough. Further solidifying his support, he even signed on as co-chair of the campaign cabinet’s corporations and foundations committee.

“I like to invest in winners and I put my money where I think it will pay dividends,” explained Steve. “From the moment I met Dr. Reiman, Dr. Tariot and their team at BAI, I was convinced that when this disease is conquered they will be at the forefront.”
John Strittmatter, southwest region president of Ryan Companies US, Inc., is no stranger to Arizona’s philanthropic community. Since moving to the Valley of the Sun from Minnesota in 1994 to open the company’s Phoenix office, he has served on a wide range of professional and philanthropic boards. From the Phoenix Symphony and Arizona Science Center, to the Board of Regents and Trustees of Brophy College Preparatory, he has given his time and talent to help advance arts and education in Arizona. But when a friend asked him to join the Cancer Has Met Its Match Campaign Cabinet to support the Banner MD Anderson Cancer Center, his philanthropic activities took a personal turn.

A husband and father of two who lost both his parents and his wife’s parents to cancer, John was eager to help bring the clinical expertise of the nation’s top-ranked cancer care provider to Arizona. All too familiar with the devastation caused by cancer, he began making introductions and spurring support for the cancer center by bringing others into the fundraising fold.

John described the experience saying, “Being able to help bring MD Anderson to the Valley and open the Banner MD Anderson Cancer Center is something I am extremely proud of.”

When the door closed on the first phase of the campaign and John’s role on the cabinet, another door quickly opened. In September 2012, he joined the Banner Health Foundation (BHF) board of directors with the mission of advancing philanthropic support for a health system that he says is as diverse as the Arizona landscape he and his family have come to love so much.

While John admits that Banner’s cancer-related fundraising activities and initiatives will always be his primary focus, he recognizes the invaluable impact of the organization’s broad spectrum of clinical specialties ranging from pediatric health care to groundbreaking research and care programs that are charting a new course in Alzheimer’s treatment at Banner Alzheimer’s Institute.

With the institute’s BAI Breakthrough campaign in progress, planning underway for phase two of the Cancer Has Met Its Match campaign, and a host of pediatric, behavioral health and other initiatives on the docket, John’s board membership is sure to be highlighted by major milestones in Banner Health’s mission to advance health care in Arizona.

“When I first came to Arizona, I was surprised by how welcoming everyone in the business community was,” recalled John. “The philanthropic community has been just as welcoming and it’s a privilege to be able to support an organization with a mission as meaningful as Banner’s.”
Stay Active, Stay Healthy, Stay Safe, Be a Fit Kid! That was the theme of an exciting family-friendly event held in April at Westgate Entertainment District in Glendale, Ariz.

More than 3,000 people attended the free fitness, health and safety event. Kids and their families learned about the importance of maintaining an active, healthy lifestyle while having fun! Activities included games, inflatables, a rock climbing wall, live sports demonstrations, a bike rodeo, sports and fitness stations, Banner Children’s health information stations, safety stations and more.

Special thanks to Rural/Metro Corporation, a valued Banner Health partner.
Calendar
Banner Health Foundation
upcoming events

1 7th annual A Night to Remember
Saturday, October 19, 2013
MUSICAL INSTRUMENT MUSEUM
Proceeds to benefit Banner Alzheimer’s Institute

2 4th annual Stars of the Season
Saturday, October 26, 2013
MONTELUCIA RESORT & SPA
Proceeds to benefit the Neonatal Intensive Care Unit at Banner Children’s at Cardon Children’s Medical Center

3 59th annual Candlelight Capers
Saturday, December 7, 2013
THE PHOENICIAN
Proceeds to benefit Graduate Medical Education at Banner Good Samaritan Medical Center

4 Banner Children’s Project for Kids
Saturday, February 15, 2014
LOCATION: TBD
This unique partnership with Clear Channel Media + Entertainment raises funds to support programs and services across Banner Children’s

5 Banner Children’s Charity Pro-Am
Friday, April 25, 2014
THE TPC OF SCOTTSDALE – CHAMPIONS COURSE
Proceeds to benefit Banner School-Based Health Centers and the Banner Children’s Healthmobile

6 Off to the Races
Saturday, May 3, 2014
LOCATION: TBD
The inaugural event to benefit Banner MD Anderson Cancer Center
We are all a product of our own experiences. Our views of the world are shaped by the lessons we have learned, the struggles we have faced and the obstacles we have overcome. Paul Oreffice is a man whose childhood taught him the true meaning of freedom, whose career achievements underscore the value of a strong work ethic, and whose philanthropic endeavors illustrate genuine compassion.

An Italian immigrant who escaped fascism under Mussolini’s reign, Paul and his family fled their homeland in 1940, eventually settling in America. Though he knew less than 50 words of English when he arrived in the states, Paul graduated from Purdue University. He went on to become CEO, president and chairman of The Dow Chemical Company, a corporation guided by the phrase, “Life is Fragile: Handle with Care.”

Unfortunately, Paul knows all too well about the fragility of life. A cancer survivor and member of the MD Anderson Cancer Center Board of Visitors, he has lost family and friends to the insidious disease. He also has helped many battle it. “Of all the activities in my life, the one that has given me the most satisfaction is that I’ve been able to expedite the entrance of people I know to MD Anderson,” he said.

Paul and his wife, Jo Ann, who met through their respective roles on the National Parkinson’s Foundation Board of Directors, have long spearheaded and supported initiatives that promote the health and well-being of others. In fact, Paul’s crusade to promote healthy living led him to become one of the country’s first CEOs to institute a corporate smoking ban more than 35 years ago. But it was their son-in-law’s devastating diagnosis of an inoperable brain tumor in 1998.
Paul recently celebrated his 85th birthday and asked for donations to Banner MD Anderson in lieu of gifts.

that brought the couple face to face with MD Anderson.

Just 40 years old and not ready to give up hope, Paul’s son-in-law turned to MD Anderson for treatment.

"I went to Houston with my daughter and son-in-law for his surgery," recalled Paul. "Seeing what they were able to do for him made a believer out of me." Impressed by the cancer center’s approach to care, Paul joined the Board of Visitors, an appointed board of volunteers working to advance the institution’s mission.

In 2008, Paul’s relationship with the cancer center became even more personal when he was diagnosed with follicular lymphoma. He underwent radiation and eventually an experimental form of chemotherapy at MD Anderson. Now living cancer-free, he knows firsthand that the expertise of MD Anderson truly is in a class of its own. So when Paul and Jo Ann, who have a home in Arizona, first learned that MD Anderson was looking to extend its reach by opening the Banner MD Anderson Cancer Center on the campus of Banner Gateway in Gilbert, they immediately signed on and pledged their support.

From hosting in-home receptions to introduce others to Banner MD Anderson, to making a generous personal gift to fund a new cancer prevention and education program targeting low income students, they have been invaluable advocates for what is undoubtedly a worthwhile cause.

Paul, who now has his checkups conducted at Banner MD Anderson, describes the facility as a blessing saying, “Having this modern cancer center right here in Gilbert is a godsend. You get the absolute best care in a state-of-the-art facility—with beautiful mountain views—where everyone has a positive attitude. I’m convinced that having a positive outlook is incredibly important in life and in a person’s cancer journey.” Such is the case for his son-in-law who, 14 years after undergoing brain surgery, is doing well and enjoying life.

Always willing to bolster support for Banner MD Anderson, Paul used his 85th birthday celebration as another fundraising opportunity. In lieu of gifts, he asked that friends and family consider making a donation to the cancer center. The gesture generated well over $40,000 to help fund programs and services made possible by charitable contributions.

“When I support something, I go ‘all in,’” explained Paul. “Everyone who helped celebrate my 85th birthday and support Banner is invited back for my 100th!”
Gannett Newspapers/Republic Media links publishing and philanthropy

For more than two decades, Gannett Newspapers/Republic Media, the powerhouse publishing company responsible for The Arizona Republic, azcentral.com and 12 News, has been a generous friend to Banner Health, supporting an array of programs and services that touch the lives of many.

From sponsoring signature fundraising events, to making generous campaign contributions and donating funds from its annual Season for Sharing holiday fundraiser, the company has contributed nearly $2.5 million to advance health care in Arizona. Included among the varied programs it has chosen to support are Banner School-Based Health Centers; poison prevention; cancer care; and a host of Alzheimer's care, treatment and research initiatives.

Gannett/Republic Media also has made significant contributions to Banner Health Foundation’s high-profile campaigns, including the Through the Eyes of Child campaign for Cardon Children’s Medical Center, Cancer Has Met Its Match campaign for Banner MD Anderson Cancer Center, and the current $40 million The BAI Breakthrough campaign for Banner Alzheimer’s Institute (BAI).

As awareness of the need for Alzheimer's care, treatment and research has increased, so has assistance from Gannett/Republic Media. Along with its philanthropic support of the renowned family and community service programs at BAI, the publisher has become an advocate for prevention research and enrollment in the Alzheimer’s Prevention Registry.

A national resource for individuals and organizations who want to stay abreast of the latest in Alzheimer’s news, scientific advances and overall brain health, the Alzheimer’s Prevention Registry supports participation in a variety of community-based Alzheimer’s prevention studies across the country. In doing so, it gives registry members the opportunity to have a direct impact on the future of Alzheimer’s.

Gene D’Adamo, vice president of Community Relations for Republic Media and member of the Banner Alzheimer’s Foundation board of directors, explained the importance of philanthropic support saying, “You need to raise money for research because that’s going to be the future, but you can’t ignore what’s happening now – the outreach, the research and the clinical trials.”

Learn how you can join Gannett Newspapers/Republic Media and thousands of others who are willing and ready to make a meaningful difference in the fight against Alzheimer’s by joining the Alzheimer’s Prevention Registry at www.EndAlzNow.org.

For information about The BAI Breakthrough campaign call (602) 747-GIVE (4483).
Ross Farnsworth will forever be remembered as a humble and honest man who kept his word, led by example, cherished relationships and believed his hometown of Mesa was the greatest place to live. His mark on the community is enviable and has, undoubtedly, enriched the lives of all those who live, work and play in the East Valley of metropolitan Phoenix.

A native of Mesa and successful land and real estate developer, Ross devoted his 81 years of life to making a difference. His faith, philanthropic spirit and commitment to what he considered his civic duty were the basis for a life that was nothing short of extraordinary.

Always finding ways to lift others when they were down, Ross was active in many nonprofit organizations. He founded a homeless shelter for families, strongly supported the Mesa United Way and proved to be a generous friend to Banner Health and the many people who turn to its hospitals in their time of need.

For more than 20 years, Ross and his wife, Anita, selflessly gave to programs centered on cancer care, cardiology, Alzheimer’s disease, hospice and pediatrics. In 2007, they were among the first to pledge their support of a new children’s hospital in Mesa with a transformational gift to the Through the Eyes of a Child campaign for Cardon Children’s Medical Center. Fitting for a couple rooted in their faith, the hospital’s chapel, which serves as a place of refuge for young patients and their families, was named in their honor.

Ross’s final show of support for Banner Health came in the way of a generous contribution to the Cancer Has Met Its Match campaign for Banner MD Anderson Cancer Center in the East Valley.

A loyal husband and father who is survived by his wife, 12 children, 63 grandchildren and 65 great-grandchildren, Ross’s legacy is that of a man who understood that life’s true riches come in the form of faith, family, friends and finding ways to serve others.

Like those who knew and loved Ross Farnsworth, Banner Health is honored to have considered him among our closest and most loyal friends. For that, we are forever grateful.

Anita and Ross Farnsworth
A team of specialists at Banner Concussion Center are committed and dedicated to provide cutting-edge and personalized care to those who have suffered a mild Traumatic Brain Injury.
Though it didn’t get the attention it rightly deserved until recently, concussion isn’t a new phenomenon. According to the Brain Injury Association of America, an estimated 4 million concussions occur each year as a result of sports, recreational and occupational activities. But long before it became a topic that permeated the airwaves and shrouded almost every conversation about football, experts at Banner Health were treating patients for this serious form of mild traumatic brain injury and warning others of the dangers. Those efforts got a significant boost when the Banner Health Foundation board of directors approved $600,000 in funding to help establish the new Banner Concussion Center.

Located on the campus of Banner Good Samaritan Medical Center in Phoenix, the Banner Concussion Center opened this spring as a comprehensive resource for concussion education, prevention and treatment. The facility leverages state-of-the-art computer programs and sophisticated medical technologies to perform baseline testing and produce a BrainStamp™ that can be used evaluate brain function, both prior to and following an injury.

‘Friends’ of Banner champion concussion education and prevention

A form of neurocognitive testing, baseline testing measures an individual’s ability to recognize, remember and react to words and pictures. It provides a fingerprint of sorts that shows how the brain functions in a non-concussed or “normal” state. Since normal brain function varies from person to person, the Brain Stamp™ offers a point of reference when later evaluating the neurological impact of an injury and monitoring the healing process.

In Arizona, an estimated 7,000 high school athletes suffer a concussion each year, as many as 40 percent of those students return to play too soon. Sustaining a second concussion before the first has fully healed poses a significant health risk, particularly for young athletes whose brains are still developing.

With an abundance of health complications at play and the long-term implications still somewhat unknown, concussion prevention and proper care is paramount. Learn how you can help protect young brains and provide neurocognitive testing to underprivileged athletes by calling Banner Health Foundation at (602) 747-GIVE (4483).
Music Therapy
Music holds so much meaning and often so many memories. A single verse can transport a person to a special time and place. It can help express emotion, offer comfort and deliver peace. In the hospital setting, music plays a therapeutic role in the healing process, offering physical, emotional and social support.

One of several integrative therapies at Banner Health, music therapy has proven instrumental in reducing pain, alleviating depression and anxiety, and helping patients and their loved ones work through feelings about their diagnosis. Board-certified music therapists work collaboratively with patients on interventions such as songwriting, lyric discussion and performance.

According to Donalyn Richardson, program coordinator at Banner Desert and Cardon Children’s medical centers, music stimulates both physiological and emotional changes in the brain. However, not all patients are initially receptive to the idea of music as a form of therapy.

“The fun part is saying to someone who’s skeptical, ‘Can I just play one song for you?’ and that starts the process,” she said. “It gets them to open up about what they’re going through and before we know it, 45 minutes have gone by and they’re feeling better.”

While music therapy can help patients of all ages give voice to their feelings, it is a particularly powerful coping strategy for pediatric patients who often need additional help understanding and expressing their feelings.

Top to bottom: A xylophone and guitar are among the many “tools” used by the music therapy team. Ten-year-old Garey joins Angela Wibben, music therapist at Banner Children’s at Cardon Children’s Medical Center, in singing a song by one of his favorite artists, Taylor Swift. Music therapy helps comfort patients and lift their spirits, as it does for Mario, who didn’t want his time with Angela to end.

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Top photo: Banner Desert Medical Center patient, Patience, believes the integrated therapies available to her truly make a difference. Music therapist, Donalyn Richardson and massage therapist, Cynthia Zimmerman use the best in traditional and complementary healing techniques to help patients improve and maintain their health. Bottom photo: Donalyn Richardson started the music therapy program at Banner Desert 14 years ago. The program has grown and changed over the years but continues to rely on donations.

emotions. As Angela Wibben, music therapist at Cardon Children's Medical Center, says, “It makes the emotional aspects of the hospital experience more concrete for kids and helps them put what they’re feeling into words.”

Funded largely by philanthropy, music therapy offers an array of healing properties. While its impact may not be tangible, it often is treasured. This heartfelt letter from the husband of a music therapy patient at Banner Desert illustrates the significance of song.

Please accept this donation to the Music Therapy program at Banner Desert Medical Center. The donation is in memory of my precious wife of 37 years, Margie Anne, my special angel.

During a stay at Banner Desert in November 2012, we were battling stage 4 liver cancer and hoping for time. Music Therapy director Donalyn Richardson asked if we had a favorite song. We answered, “My Special Angel.” She said she didn’t know it, but would learn it and return to sing it for us.

She returned the day we were to be discharged and sang the song so beautifully that Margie Anne was moved to ask her if she would sing the song at her funeral, and Donalyn graciously agreed.

The day arrived much sooner than we had hoped. On March 14, 2013, Donalyn joined us in a chapel in Gilbert and sang “My Special Angel” for us a second time, even more beautifully than the first, if that is even possible.

Gratefully, Robert
Few would argue that education is a responsibility for which we are all accountable. However, for those with autism, learning disabilities, attention deficits and emotional disabilities, the education track presents hurdles that can be difficult to clear. The Howard S. Gray School, a nationally accredited private school serving grades four through 12, bridges the gap between students’ emotional and educational needs with a curriculum that takes into account their unique views and understanding of the world around them.

A special education school located on the campus of Banner Behavioral Health Hospital in Scottsdale, the Howard S. Gray School caters to children and adolescents throughout the Phoenix metropolitan area who face an array of conditions ranging from autism and Asperger’s syndrome, to depression and more. Funded in part by donations, the school provides a nurturing environment and academic programs designed to develop intellect, instill self-

Banner Behavioral Health Hospital and the Howard S. Gray School

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Turning Obstacles into Opportunities
discipline and boost self-esteem. It also gives hope to those it serves, including students who have struggled in traditional public schools, many of whom have been bullied, and parents seeking the best education and development options for their children.

As Banner Behavioral Health Hospital’s suite of services continues to grow, so does its varied funding needs. Expanding the school to provide special education to third graders; adding a classroom dedicated to “twice exceptional” students identified as having a high IQ along with an autistic spectrum disorder; and creating space for complementary services such as student counseling, vocational and life skills training, sensory integration and occupational therapy are important growth priorities on the horizon for the Howard S. Gray School.

Other areas in which the hospital hopes to expand include opening a medication management clinic to continue to expand the continuum of care for psychiatric care patients; enhancing telepsychiatric capabilities to better meet the behavioral health needs of those in urban and rural communities throughout Arizona; and instituting a scholarship program for patients who are unable to afford behavioral health treatment.

In September 2010, $480,000 in charitable contributions helped bring to fruition the Banner Psychiatric Center, an extension of Banner Behavioral Health Hospital providing adult psychiatric and substance abuse support for individuals in crisis. The continued expansion of vitally important behavioral health programs and services is dependent upon the generosity of individuals, corporations and foundations willing to help turn obstacles into opportunities.

Learn how you can join organizations such as the Mental Health Guild and Wendy Paine O’Brien Foundation in continuing Banner Behavioral Health Hospital’s 30-year legacy of making a difference in the lives of those with psychiatric, behavioral health and dependency challenges. Contact Banner Health Foundation at (602) 747-GIVE (4483).

"I couldn’t be happier about my son’s experience at Howard Gray. It has made him feel safe, accepted, and made him more confident. I am so glad that we found this school. You have my eternal gratitude for creating a school that accepts and helps our unique children!" – Parent

For more than 20 years, the Howard S. Gray School at Banner Behavioral Health Hospital in Scottsdale, Ariz., has provided excellent education to children who struggle in more traditional school settings.
Banner Health Foundation and Banner Alzheimer’s Foundation gratefully acknowledge our generous benefactors.

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Hoping to create something positive out of his mother’s tragedy, Don and his father decided to match one another in a contribution to Banner Alzheimer’s Foundation in her memory. Together, the father and son duo donated $50,000. In recognition of their generous gift, the infusion therapy room in the new Imaging Center at Banner Alzheimer’s Institute (BAI) has been named in memory of Gloria M. Smith, the woman they both loved and lost to Alzheimer’s.

“Thankful for BAI’s commitment to caring for patients and their families throughout the Alzheimer’s continuum, Don’s involvement with the Foundation continues. He is an active member of The BAI Breakthrough campaign cabinet, working to raise awareness and funds on behalf of the institute’s groundbreaking care and research programs. Furthermore, SCF Arizona and Republic Media, the company behind The Arizona Republic and 12 News, recently co-hosted a breakfast gathering in which General Electric Chairman and CEO Jeffrey Immelt served as keynote speaker and addressed the need for continued Alzheimer’s prevention research.

Recognizing the invaluable contributions of researchers at BAI, Don says the institute’s care programs and services differentiate it from other organizations.

“BAI doesn’t just focus on research that will surely have an impact down the road,” he said. “It is also helping real people who are living with and touched by the disease today.”
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It’s easy for me to say we should go “all out” to contribute to Banner’s effort to find the cause and cure for Alzheimer’s. About five years ago, my wife died due to complications from Alzheimer’s and earlier, her older sister also died from the disease.

I respect the huge effort Banner is making in their Alzheimer’s research, and I feel we should all contribute, as we can, to their work. I hope many other folks will agree.

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We find that Banner Health Foundation is a worthy and meaningful organization. The Foundation focuses on causes that are close to our hearts, with purposeful and meaningful beneficiaries of our contributions. We know we are helping to positively impact many people, often in a time of crisis, in all of the communities that are served by Banner Health.

Banner Health Foundation has a legacy that focuses on making a difference in a responsible way for a diverse group of individuals and a large number of causes. We are also comforted by the knowledge that such a large percentage of the total amount of our contributions go directly to the cause we have chosen, with little or no administrative fees. These commitments are honored by the uncompromising ethics that Banner Health Foundation has established.

We hope you will find it possible to contribute for the many reasons we have mentioned. You will find comfort in working together to help impact the people and communities we serve. By doing so we are truly “Better Together.”

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Banner Health Foundation proudly announced the completion of our Cancer Has Met its Match fundraising campaign earlier this year, surpassing the $20 million goal. We received generous contributions from 1,500 individuals, corporations and foundations all benefiting Banner MD Anderson Cancer Center in Gilbert.

A generous $2 million grant from Virginia G. Piper Charitable Trust helped push the campaign to the finish line. The grant provides funding for capital, programs and services that will impact patients, their families and the community.

A private independent foundation, Virginia G. Piper Charitable Trust honors Virginia Galvin Piper’s philanthropic commitment to changing lives and strengthening communities in Maricopa County. By investing in nonprofits and encouraging strategic planning for the future, Piper Trust strives to make Maricopa County a stronger, more nurturing, vibrant community.

We are privileged and proud to honor Mrs. Piper’s legacy with a commemorative naming of the Banner MD Anderson Cancer Center’s Lantern of Hope. The Lantern of Hope also serves as a beacon of light, guiding patients to the best possible care.

Banner Health Foundation received nearly $275,000 from Susan G. Komen® Central and Northern Arizona. The Continuum of Care grant will support the Laura Dreier Reaching Out Program at Banner Good Samaritan Medical Center. Komen has been providing funding for the Reaching Out program since 1996.

The Laura Dreier Reaching Out program aims to address the breast health needs of underserved and uninsured women in metropolitan Phoenix. The program provides education, community outreach, screening exams, diagnostic services, breast cancer treatment, and survivor support services in a caring and culturally sensitive environment.

Susan G. Komen is a wonderful Banner Health and community partner, dedicated to fulfilling the Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

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FRIENDS is a publication of Banner Health Foundation. Find us online at www.BannerHealth.org/BannerFoundation. Send comments, additional copy requests or address changes to: P.O. Box 1897, Phoenix, AZ 85001
7th annual A Night to Remember
Saturday, October 19, 2013
Musical Instrument Museum
Proceeds to benefit Banner Alzheimer’s Institute

4th annual Stars of the Season
Saturday, October 26, 2013
Montelucia Resort & Spa
Proceeds to benefit the Neonatal Intensive Care Unit at Banner Children’s at Cardon Children’s Medical Center

59th annual Candlelight Capers
Saturday, December 7, 2013
Location: The Phoenician Resort
Proceeds to benefit Graduate Medical Education at Banner Good Samaritan Medical Center

Banner Children’s Charity Pro-Am
Friday, April 25, 2014
The TPC of Scottsdale – Champions Course
Proceeds to benefit Banner School-Based Health Centers and the Banner Children’s Healthmobile

Off to the Races
Saturday, May 3, 2014
Location: TBD
The inaugural event to benefit Banner MD Anderson Cancer Center

For more information about tickets or sponsorship opportunities, call 602-747-4483.