

Tidewell | foundation

Sharing in the Mission

Winter 2020

YOUR NEW HOME FOR GIVING!

President's Letter

Greetings to you,

Like many people, as summer flies by and becomes fall, and the time change causes dark to come earlier with its velvet pall, I ponder more. About gratitude. About the state of our community. About the legacy of Tidewell's 40 years of providing care, compassion and comfort. About the future growth of our healthcare system to meet growing demands.

At the conclusion of my first year working with this wonderful organization, I am so grateful to my amazing Foundation staff team, board of trustees, community partners and donors. I am beyond grateful for the inspirational leadership of our Stratum Health System CEO Jonathan Fleece, who provides a guiding beacon to push for growing support of the not-for-profit mission of Tidewell Hospice and the other affiliates.

We are grateful for the support donors provide the Foundation, so we can fund Tidewell Hospice services such as our free Community Hope line. We are grateful for the local family, corporate, and community foundations who provide grants to us to sustain the incredible programs that are offered for free to grieving children, charity care for hospice, veterans services and our workforce development programs.

We thank our loyal corporate sponsors, Caldwell Trust for Signature Luncheon and Alltrust for Turkey Trot, for taking the lead role in supporting our mission through these events.

We launched our Circle of Compassion to highlight annual donors at \$2,500 and above who make multi-year annual gift commitments to us. The donor response was so encouraging and those gifts go to unrestricted purposes, such as charity care for those without resources. Gratitude is abundant here.

This year, I think we all can use more magic. I hope your holiday season is filled with love, joy and magic. From all of us at the Tidewell Foundation and Tidewell Hospice we send you holiday cheer.

All the best,



Debbie Mason, President
Tidewell Foundation, Inc.
EVP Tidewell Hospice/
Stratum Health System



The Season of Gratitude

During the Thanksgiving holiday the Tidewell Foundation connected with local gourmet purveyors **GROVE/ Pier22 and Morton's Gourmet Market** to provide individual heat & serve meals to hospice patients and their families on Thanksgiving. Through the incredible support of GROVE/ Pier22, Morton's Gourmet Market, and Tidewell's colleagues, volunteers, and donors, **more than 340 hundred meals were donated** and delivered allowing our patients and families to enjoy a stress-free holiday.



Tidewell Foundation Wishes Fund creates a magical 40th Anniversary Dinner



Tidewell Hospice patient Mike was nearing his 40th anniversary with wife Pam. Mike didn't want his illness to hold him back from celebrating this incredible milestone, but being bed-bound, he was at a loss as to how they could leave their home. Mike shared with Tidewell Social Worker Carol Gallegos how he would love to take Pam out to dinner.

Carol reached out to Tidewell Foundation Donor Event and Program Specialist Lorraine Constantino to help make this dream a reality through the Tidewell Wishes Fund. Lorraine took care of coordinating a reservation at Crow's Nest Marina Restaurant in Venice, where the couple had celebrated several anniversaries. She also reached out to Music Therapist Michael Russo to play live music for the couple. The restaurant set up a table outside with a view of the marina and Lorraine brought a beautiful flower arrangement. Carol coordinated the medical transportation, brought balloons, and left a heartfelt card for the couple. CNA Josy got Mike all spiffed up right before his reservation so that he could feel fresh and sharp for the occasion.

The Wishes Fund took care of the restaurant bill and transportation. The Wishes Fund is one hundred percent supported by donations, and is an important way Tidewell helps patients and their loved ones make the most of their time together. If you would like to contribute to the Wishes Fund to help us support these events, please visit tidewellfoundation.org or call 941-552-7546.

This year's Turkey Trot for the Tidewell Foundation went virtual!

For the first time Tidewell's Turkey Trot offered our supporters across the country the opportunity to join in the fun! Runners, walkers, dancers, cyclers, and even scuba divers participated in the Turkey Trot for the Tidewell Foundation on November 21 raising money to support the important programs and services at Tidewell Hospice! Thank you to our **18 teams** and **150+ participants** who shared their love of Tidewell with their neighbors, family, friends, and colleagues, raising **\$22,000!** Additionally, we are so thankful to our sponsors, for helping to sustain this event. Funds raised by our participants during this year's event will help our community programs and services like grief support, charity care, Tidewell Honors, complementary services, nurse residency, and our humanitarian and wishes funds.



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Priority Mission Growth

As we enter our 2021 fiscal year, we are focused on growing many of Tidewell's services and programs. As a not-for-profit healthcare system, many of Tidewell programs and services are 100% donor supported and offered for free to community. Below is a list of the priority mission need areas. If you are interested in supporting any of these programs, please call **941-552-7456** or email **giving@tidewellfoundation.org**.



Make Blue Butterfly Mobile:

The Tidewell Foundation wants to bring the Blue Butterfly Family Grief Center into underserved communities to help children dealing with the grief and loss of a parent or family member.



Open First Family Grief Center:

Slated to open in the spring of 2021, Tidewell will launch its first Family Grief Center. Tidewell's Ellenton Hospice House will be repurposed to serve as the organization's home for the Tidewell Family Grief Center, and a second home for the Blue Butterfly Program.



Expand the Nurse Residency Program:

The hospice nurse specialty requires a distinct set of skills not typically taught or acquired in a hospital or clinical setting. The Tidewell Nurse Residency Program is a comprehensive, planned 12-month program designed to attract and retain newly licensed RNs who wish to enter the specialty practice of hospice.



Launch Tidewell's Home Health Aid Program:

In 2021 our focus is to cultivate an incredible workforce to support our patients, which is why we are launching a certified Home Health Aids training program. This program provides each participant with curriculum and study materials and the examination fee to become a certified Home Health Aid.



Expand Certified Music Therapists:

The Tidewell Foundation is working to raise the funds needed to expand the Board-Certified Music Therapy program to make Music Therapy available to all our patients and families across our four-county service area by adding four music therapists to Tidewell Hospice's staff.



Tidewell Honors Veterans Services:

Tidewell cares for more than 2,000 veterans every year through its hospice, transitions, and grief support services through our Tidewell Honors Veterans program. Available for free, this program is one hundred percent donor funded and offers a variety of unique, Veteran-specific services, underscoring our commitment to serving our nation's heroes.



Expand Charity Care Services to Affiliate Home Health:

We recognize that the hospice journey is changing, and this is why we are growing our charity care to include Tidewell's affiliate home health companies Approved and Avidity, further supporting patients and their families needs.

Let's CELEBRATE



The Tidewell Foundation is delighted to bring back the **Annual Signature Luncheon on Friday, February 5, 2021**, for its 12th year celebrating and supporting the incredible work of Tidewell Hospice. This year we are honored to welcome keynote speaker **Lorna Luft**, celebrated healthcare advocate, Broadway star, noted author, and daughter of the legendary actress, Judy Garland.

The Signature Luncheon will be presented in a unique virtual and in-person event at The Ritz-Carlton in Sarasota. The program following the lunch will be simulcast for guests who prefer to support and participate virtually. Virtual and in-person tickets are \$200 and can be purchased by calling 941-552-7546 or emailing tickets@tidewellfoundation.org.

Event and table sponsorships are still available. To learn more please call 941-552-7456



Featured Speaker Lorna Luft

Thank you to our Exclusive 2021 Signature Luncheon Sponsor



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The Signature Luncheon is planned by



Five Tips for Giving in 2020

Give \$300 per household and deduct the charitable gift without itemizing.

In 2020, you can make a gift by cash, credit card, or check to Tidewell Foundation, Inc. up to \$300 and claim the charitable deduction without itemizing your taxes. This opportunity is part of the 2019 SECURE Act.

Receive life payments for a donation made now.

Creating a Charitable Gift Annuity, Charitable Remainder Trust, or Charitable Remainder Annuity Trust provides a donation to Tidewell Foundation, Inc. that pays you income for life while minimizing your income tax.

Donate highly appreciated stock and avoid paying capital gains tax.

By donating highly appreciated securities owned for a year or more to Tidewell Foundation, Inc., you receive a tax deduction and eliminate your capital gains tax. The securities must be transferred to the Tidewell Foundation instead of being sold by you.

Give from your IRA at age 70 ½.

If you are 70 ½ or older, you can make a qualified charitable deduction (QCD) from your IRA directly to Tidewell Foundation up to \$100,000. You will be gifting pre-tax dollars and avoid income tax since you did not receive the income because it goes straight to a charity.

Gift up to 100% of your income.

The 2019 SECURE Act allows donors to give up to 100% of their adjusted gross income during 2020. Usually, the limit is 60% of adjusted gross income. Again, the donation must be in the form of cash, check, or credit card donation.

5 Steps to Make the Impossible Possible with Ben Nemtin

On Giving Tuesday, December 1, the Tidewell Foundation, along with our community, became completely re-energized with #1 New York Times Bestselling author Ben Nemtin. Sharing his acclaimed talk “5 Steps to Make the Impossible Possible,” Ben inspired us to identify the #1 thing that holds us back from accomplishing our goals!

Brought to the community by Lincoln Financial Group, Ben’s conversation was the perfect gift for the end of what was a difficult and axis-shifting year. Everyone in attendance felt the drive to pursue what matters most in their lives.

In honor of Ben’s empowering words, the Quent and Helen Evans Charitable Fund at the Gulf Coast Community Foundation has generously established a \$20,000 challenge match grant. Will you support us during the month of December to reach this generous match donation to the Tidewell Foundation? To donate please email giving@tidewellfoundation.org.



Meet the new Tidewell Foundation Board of Trustees



Steve Hall is in the business of caring for people. As Market President for AllTrust Insurance located in Lakewood Ranch, his focus is working with businesses to build benefits programs that best support and

care for their employees. Steve joined the Tidewell Board of Trustees in 2015, but Tidewell and its mission have been part of his family since the 1980's when his aunt worked for Hospice of Southwest Florida. Now Steve sits on the inaugural board of the Tidewell Foundation.

“Going on a house visit with my Aunt Lori, who was a Tidewell nurse when I was in back high school, we visited a young family and the dad had terminal cancer. They interacted with Lori as though she was part of their family,” said Steve. “Back then it had an impact and today, thinking about that experience, as a father, it is even more impactful.”

When we asked Steve what was the most important part of serving on the Board of Trustees for the Tidewell Foundation he shared “In our community, we have an insurance policy called Tidewell, unlike health insurance we don't pay large monthly premiums to access Tidewell. It is available to anyone, regardless of their ability to pay. Tidewell offers services to help us and loved ones process the last part of their lives with compassion and dignity. I can think of few other organizations with the bandwidth to impact a community like Tidewell.”



Tom's service to Tidewell began in 2011, where he sat on the Board of Trustees. During Tom's tenure, he has served two terms as Board Chair, joined the Stratum Board of

Trustees where he recently completed his tenure as Stratum Board Chair and will remain to serve as Treasure. Retired now from a diverse career working as a banking officer and director, Tom shares his incredible business and financial wisdom as part of the inaugural Board of Trustees for the Tidewell Foundation.

“I feel strongly about the continuum of healthcare, and Tidewell provides excellent healthcare at a time where the journey of life can truly be embraced,” shared Tom. “The Blue Butterfly program, however, is perhaps the most rewarding program I have observed. It touches so many lives and helps our community grow and recover from the unfortunate events life can present to us.”

When asked why creating a foundation is so important to Tidewell Tom shared, “ I feel the Tidewell Foundation will bring Tidewell's mission and vision to another level, making it more visible, helping Tidewell to become a real citizen of purpose within our community.”

Sharing in the Mission

Why We Are Thankful!

In 2020, Tidewell Foundation launched a variety of community partnerships raising vitally need donations for Tidewell Hospice and its community programs and services. In November we launched www.GiftTWF.com to showcase these partnerships and special collections of gifts.

To learn more about creative ways to donate visit www.tidewellfoundation.org, and don't forget to visit Treasure's Thrift Shop (523 US Highway 41 Bypass N, Venice) during their exciting holiday sales running the month of December.

give comfort

Make lives brighter. These exclusive gifts from local designers help fund no-cost grief services for 8,000+ people annually.

GiftTWF.com

Debbie Dannheisser Threads
When you purchase these limited edition Leggings, Capris and Sports Bras, 15% of your total purchase benefits the Tidewell Foundation, funding the Blue Butterfly Family Grief Center.

BSWANKY
When you purchase from the Mariposa collection, 15% of the total sale of each purchase goes directly to support Tidewell foundation and the Blue Butterfly Family Grief Center.

Ham's Big Adventure
With every purchase of Ham's Big Adventure, 30% of the proceeds will be donated to the Tidewell Foundation to support charity care and children's grief services.

Tidewell foundation
Tidewellfoundation.org | 841-552-7546

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