

Tidewell | foundation

Sharing in the Mission

Spring 2021

**Connection: Change a life,
lift the community**

Presidents' Letter

Dear Tidewell friends,



Hope springs eternal! As spring approaches every year, the longer, brighter days bring with them the hope of what can be possible, as they provide warmth and comfort to us.



Providing hope and comfort is what Tidewell is best known for doing. For more than 40 years, Tidewell has stood as a beacon of hope, comfort, and compassion while providing world-class palliative and hospice care for more than 10,000 patients and

families each year. For an additional 8,000 families each year in our region receiving grief services, Tidewell provides a sense of hope and calm to get through the tumultuous grieving process.

The Tidewell Foundation is here to provide perpetual support to ensure that all who need Tidewell's care can receive it, regardless of their ability to pay. That mission provides such inspiration to all of us that work with the Tidewell Foundation and our Tidewell family of companies. The newly signed merger with not-for-profit Empath Health strengthens our family of companies and our ability for our not-for-profit mission and values to thrive in an ever-competitive and rapidly growing region.

Hope carries us through so much in our lives. Even as thousands around us now are getting vaccinated to protect against the COVID-19 virus, we all hope that soon a return to normalcy, to the daily routines and social activities that connect us with others will be safely here.

Very soon we can meet again in person and celebrate together the magic of donor-supported programs that care for our patients, families, loved ones and community.

Warm regards,

Debbie Mason, CFRE, APR,
CPRC, Fellow PRSA
President, Tidewell Foundation
EVP Stratum Health System/
Tidewell Hospice

Jonathan D. Fleece
President & CEO
Tidewell Hospice

The difference is YOU!

You answered our call and made such a huge difference! We are excited to share that the Tidewell Foundation, Leadership Sarasota, and Junior League Sustainers' Linen Drive was a huge success. You showered our patients with comfort and care and thanks to you, we received:

- 200 Twin XL Sheet Sets
- 718 face cloths
- 158 hand towels
- 91 bath towels and numerous other pillows, blankets, etc.

We also received more than **\$4,000** in donations to purchase linens for Tidewell Hospice patients in need.

This drive made a huge difference! Sue Zawacki, VP of Home Teams, recently shared this story with our team.

"A patient in Tidewell's care suffers from chaotic movements, and the overly large sheet on his bed would bunch in areas creating pressure ulcers on his body. The patient was also using a stuffed animal as a pillow. With donations made during the Linen Drive, we provided the patient with new bedsheets and pillows. Now, the patient is much more comfortable. His care team can also elevate his feet to decrease edema and to prevent pressure ulcers on his heels. When asked how the family liked the sheets at a recent visit, they could not stop saying thank you."

Thank you for supporting the Tidewell Foundation's mission to fill a linen supply closet to meet the needs of our care team and patients.

Tidewell Foundation brings bright beginnings in difficult times



Edgar had been battling cancer for close to a decade when he met Karina in January of 2020. He was feeling strong, and he was a fighter: Only 20, young and in love.

By December, he experienced a rapid decline in his health. No longer able to walk, he decided to enter Tidewell's care with his family's full support. While at Tidewell, although Edgar was now homebound, he told his care team that he and Karina still dreamed about getting married.

Knowing Edgar was financially struggling, his social worker Rachael Edwards reached out to the Tidewell Foundation's Wishes Fund for help making Edgar and Karina's wedding dream a reality. The Tidewell Foundation worked with Edgar's care team to prepare a special ceremony for Edgar and Karina on New Year's Eve. Through the Wishes Fund, they provided the food, cake, and a notary. Tidewell music therapist

Jasmine Ridge also attended, and she provided the music at the wedding.

To provide Edgar and Karina with a beautiful commemoration of their wedding, the Foundation team contacted local wedding photographer Tara Tomlinson. The couple's story touched Tara, whose mom was a hospice nurse and whose dad passed in Tidewell's care, and Tara decided to donate her services to memorialize this special day.


Edgar had the chance to see his dream of marriage come to life, all thanks to our generous donors. With donors' support, the Tidewell Foundation broadens the definition of hospice care to ensure that our patients live rich, full lives. When we help a patient like Edgar realize his dreams, we foster joy and love that radiates out to touch the lives of friends and families. By working together to change one life at a time, we can lift the entire community.


Please visit tidewellfoundation.org to support our charity care programs.

The FY20 Community Impact Report is available

Our Community Impact Report is out! For a copy of the full report, please see our website: <https://bit.ly/30nvH2M>

Tidewell by the numbers

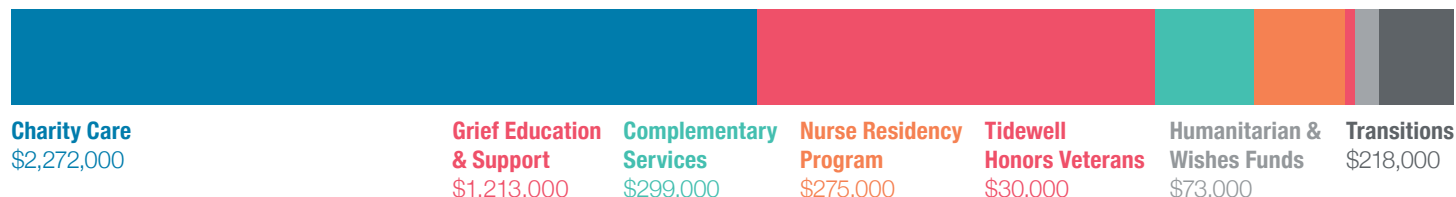

1,200
Community volunteers


75,854
Hours logged by our volunteers


36.5
Equivalent full-time employees

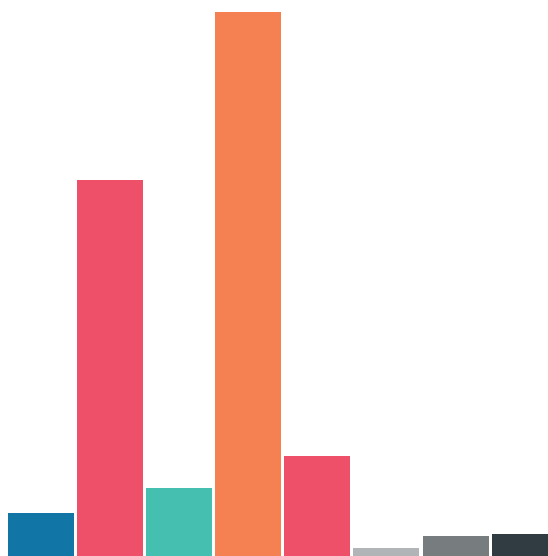

\$1,659,962
Value of time donated by our volunteers

\$4,380,000 Total charitable dollars



24,127 Patients served in 2020

Charity Care 885
Grief Education & Support 7,588
Complementary Services 1,434
Nurse Residency Program 10,958
Tidewell Honors Veterans 2,068
Humanitarian & Wishes Funds 226
Transitions 471
COVID-19 497



Thank you to all of our sponsors of the 12th Annual Signature Luncheon

On Feb. 5, the 12th Annual Signature Luncheon sponsored by Caldwell Trust was held, like no other, as it debuted virtually with hundreds of guests watching from their homes and offices. Special guest Lorna Luft provided a rich historical overview of her life with her famous mother, Judy Garland.

The Tidewell Foundation is particularly grateful this year to our long-time returning exclusive sponsor, Caldwell Trust, as well as other sponsors whose support made all the difference in such a difficult fundraising year.

A big thank you also goes out to the Signature Luncheon Committee!



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Meet the Tidewell Foundation Board of Trustees

Judith T. Berlow



Judy Berlow started volunteering with Tidewell Hospice and the Tidewell Foundation through getting to know the organization when her husband, Dr. Michael Berlow, was receiving Tidewell Hospice's care.

Judy, Michael and their two daughters were cared for by Tidewell Hospice through family anticipatory grief counseling, palliative and hospice care over the course of several years of Dr. Berlow's final health journey. Since his passing, Judy has gotten more involved by serving on the philanthropy committee, prior to becoming a founding Tidewell Foundation board member.

In addition to her service as a Foundation board member, Judy also serves on the Tidewell Foundation's Signature Luncheon committee, the annual fundraiser for the Tidewell Foundation. An

active member of the Lakewood Ranch Rotary Club's Books For Kids program, Judy believes giving back to the community is an important gift in her life.

Judy describes her experience with Tidewell by saying, "My two daughters and I often comment that we are so thankful that we found Tidewell and received the superior care that we did. Tidewell's care was as important to the girls and me, as it was to Michael. And after Michael passed, Tidewell's grief support helped us accept, cope and find peace."

When asked what motivates her to serve on the Tidewell Foundation board, Judy shared she believes the Tidewell Foundation's mission to provide perpetual support is vital for so many in our community. "Knowing first-hand the beauty and importance of what Tidewell provides to patients and families, I wanted to get involved to raise funds so families who did not have insurance or Medicare would be able to receive the charity care and free grief services for which Tidewell is known to so lovingly provide.

Third-party event



Third-party fundraising events are a fun and creative way to support the Tidewell Foundation, often honoring patients and their loved ones, raising funds in their memory to carry on their legacy and allowing others to experience the same care and compassion they did while in Tidewell's care.

The Third Annual Chad Day Fishing Tournament benefitting the Tidewell Foundation does just that. Chad Day was a patient in Tidewell's care at just

Steven J. Krause



Steven J. Krause came to the Tidewell Foundation Board already knowing a bit about Tidewell and said he was inspired by “the opportunity to learn more about the breadth of how

Tidewell impacts our community, individuals, families – and it blew me away. I did not understand that breadth. When it comes to what we do for Veterans, Grief Support, Blue Butterfly – all these programs serve so many people in need, far beyond the traditional hospice services.”

Steve particularly has a strong affinity for the power of healing of Tidewell’s Grief Services and Blue Butterfly program. Having experience with a family member struggling with alcohol addiction, Steve found so much help when connecting with other people with similar shared experiences through Al-Anon. “When I think about grief support and Blue Butterfly programs, the participants are sharing with people who understand what you are going through. Sharing ideas of what worked for them. That is so powerful for healing.”

Also Steve loves the fact that Tidewell has programs in place and was open to conversation to expand outreach to LGBTQ community. He shared, “I know there are people, especially older LGBTQ might be estranged from families or removed from community services they may need like hospice, grief support because they fear those providers lack the understanding of the modern day family. There are lots of nuances for modern families and Tidewell understands that so well, bringing comfort and care to all.”

A native of Chicago, Steve serves as Senior Vice President, Senior Trust Advisor for Northern Trust’s Wealth Management division. He has worked with Northern Trust for 42 years. Steve has been together with his husband 24 years, married in 2011 when legally able to do so, and the couple has been in Sarasota for nine years. Their three adult children are all married and Steve has a 4-year old grandson. Steve is looking forward to more grandchildren in the future...‘he hopes’!

Steve notes, “with all that Tidewell does currently, there is more to do! Serving on the Foundation keeps the focus on how we expand the reach of all the great programs that Tidewell provides to families and communities, especially those traditionally underserved.”

24 years old, spending two weeks along with his family at our Bradenton Hospice House. Everyone who knew and loved Chad knew how much he loved fishing. Just three days after surgery to treat glioblastoma brain cancer, he was on the water in Manatee County, doing what he loved.

Sadly, 17 months after being diagnosed with the disease, Chad passed away at just 24. His mother, Joann, moved by the care they

experienced during his stay at the Tidewell Hospice House and the mission to extend this care to others free of charge, began the Chad Day Annual Fishing Tournament, benefitting the Tidewell Foundation, held at Tarpon Bay Grill and Tiki Bar in Sarasota, April 9th-11th. In addition to the fishing tournament, participants can enjoy a silent auction, raffles, and live music.

For more information, or to register to participate, visit www.chadday.profitingtournaments.com.

Sharing in the Mission

Upcoming Events

Health Today with Neville Sarkari, MD 4-5 p.m. Wednesday, April 14

Meet Neville Sarkari, MD, FACP, Executive Vice President and Chief Medical Officer at Tidewell Hospice as he discusses current issues in health care, including updates on COVID-19.

Tea with Tidewell Foundation 10 a.m. Thursday, April 15

Tea with the Tidewell Foundation is a small, informal conversation explaining hospice care, offering first-hand experiences, and sharing how the Tidewell Foundation supports Tidewell Hospice and its world-class services.

Your Decisions Matter A Virtual Planning Panel Discussion 10 a.m. Friday, April 16

Stratum Health System and the Tidewell Foundation invite you to join us for a panel discussion in observation of National Healthcare Decisions Day.

Topics Include:

Advance Directives Estate Planning
Financial Planning Charitable/Planned Giving

Presented by

Nafi Cunningham, Director of My Life My Choice
A. Jill McCrory, Transactional Tax Attorney
Steven Krause, Sr. Vice President and Wealth Advisor, Northern Trust

Registration for these events is free and open to all. To participate please call **941.552.7546** or email tickets@tidewellfoundation.org.

Spring into Action and become a Circle of Compassion member

Driven by compassion, our generous donors care for those who need it most, even when it's difficult. Circle of Compassion members are supporters of the Tidewell Foundation who are passionate about our mission of brightening the lives of others, together.

By committing to make a gift of \$2,500 per year for three years, our generous donors join this exclusive circle of those who invest in our mission, sustaining care and compassion, and ensuring these services and programs are available for years to come.

Together, side-by-side, with patients and families, Circle of Compassion members hold each other up during some of life's most difficult journeys.

If you would like more information about joining this exclusive group of donors, please contact Kaitlyn Reeves, Philanthropy Advisor at **941-552-7519** or email kkramer@tidewellfoundation.org.