

GIVING MATTERS

SPRING 2021



Providence
Tarzana Foundation



A FAMILY TRADITION

Susan Hirsch Wohl Carries On Her Parents'
Passion for Philanthropy



Jerald Einziger, MD,
Chair, Foundation Board of Governors



Matthew Rinnert,
Chief Philanthropy Officer

TO OUR DONORS

It's our honor to share with you the Spring 2021 issue of *Giving Matters*. All of us at Providence Tarzana Foundation are grateful for the generosity of our community, who answered the call to help us raise almost \$18 million during an unprecedented year. And we're especially delighted to share with you the impact of your philanthropy.

The COVID-19 crisis has underscored the need for advanced medical care close to home — allowing the best team to provide the best available treatment to you, your family and your community. In particular, our Tarzana *Reimagined* project will combine the expertise of our dedicated caregivers with a state-of-the art, therapeutically designed patient tower that will rival the nation's finest medical institutions, right here in the Valley.

As we reflect on the experiences from last year, we want to pause and extend a heartfelt appreciation to Providence Cedars-Sinai Tarzana Medical Center's interim chief executive, Dr. Bernie Klein, who faced the challenge of overseeing two Providence hospitals during one of the most difficult times in the history of health care. With his measured response and unflappable demeanor, Dr. Klein has provided exceptional guidance. He has also remained a source of positivity and light, keeping the safety and well-being of both patients and staff as his top priority.

All of us at the Foundation are deeply moved by the devotion and resilience demonstrated by our caregivers. Their commitment has inspired us to work even harder to construct the kind of facility they deserve. With your continued partnership and support of the *Reimagined* project, that transformation can take place.

As a nonprofit medical center, we rely on philanthropic support to fulfill our mission every day. The generosity of friends like you makes it possible to invest in facility improvements, and recruit and retain outstanding caregivers to bring the best health care to the Valley.

Together, we have the privilege of touching so many lives. And we look forward to many more years of working together to ensure Providence Cedars-Sinai Tarzana Medical Center serves our community with the best possible medical care available.

Jerald Einziger, MD
Chair, Foundation Board of Governors

Matthew Rinnert
Chief Philanthropy Officer

2021 PROVIDENCE TARZANA FOUNDATION

BOARD OF GOVERNORS

The Providence Tarzana Foundation is guided by a volunteer Board of Governors whose members oversee the work of the Foundation on behalf of Providence Cedars-Sinai Tarzana Medical Center.

OFFICERS

Jerald Einziger, MD, Chair

Lynne Zuckerman, Vice Chair

Jeremy Shapiro, MD, Chief of Staff

Claire Marks, Chair, Capital Campaign Committee

Stephen Getzoff, Treasurer

Claudia Wallack Samuels, PhD, Secretary

Nick Lymberopoulos, Chief Executive
Providence Cedars-Sinai Tarzana Medical Center

MEMBERS

Pouria Abbassi, PE
Ralph Baca, MD
Karl L. Boeckmann
Scott G. Caswell
Cesar Chavarria, MD
Allison B. Clago
Charles Delle Donne
Martin Evanson
Steven R. Fazio

Bruce W. Ferguson
Greg Goetzman
Daniel Kashani
Pam Kessler
Jeff Levine
Peter J. Lynch
Gary Mintz
Robert Nairin
Nancy Norris

Paul Pepperman
Adam Saitman
Fred J. Scholder, Board Emeritus
Thomas R. Soulé
Donna Stillo
Keith Wasserman
Alan M. Wiener
Susan Hirsch Wohl

GIVING MATTERS MAGAZINE

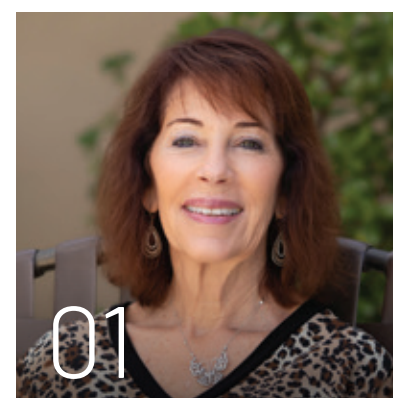
Published by Providence Tarzana Foundation

Editors: Rosanna Tullio, Donor Engagement Officer and Reem Chammaha, Regional Manager, Foundation Messaging

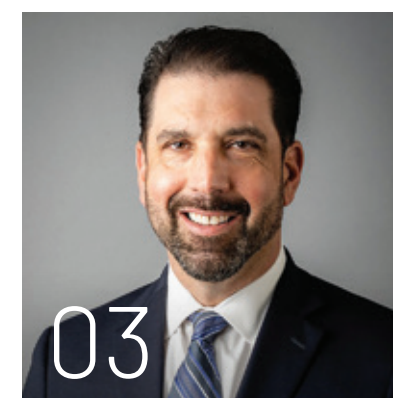
Providence Tarzana Foundation: 18321 Clark St., Tarzana, CA 91356, tarzanafoundation.org/givingmatters

If you would like to be removed from the *Giving Matters* mailing list, please contact us at the address above, at 818-757-4384 or CAFoundation.OptOut@providence.org.

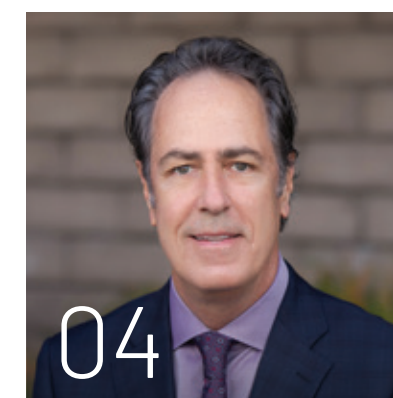
TABLE OF CONTENTS



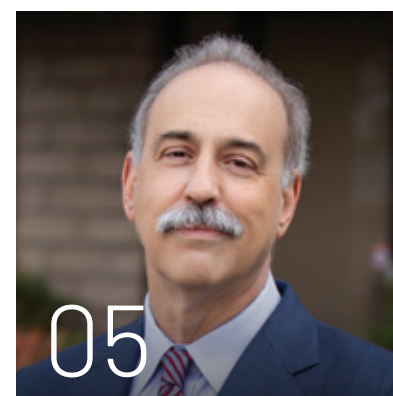
COVER STORY
Leading the Way



ANNUAL REPORT
Your Impact



BOARD OF GOVERNORS
New Board Members



PATIENT STORY
Near-Death Experience
Reinforces the Need to Give



PLANNED GIVING
Giving Through Your Will or
Living Trust
50 for 50 Bequest Initiative



FUNDRAISING UPDATE
Tower to be Completed in 2022



Susan Hirsch Wohl's family shares her enthusiasm for charitable giving

LEADING THE WAY

Donor and board member Susan Hirsch Wohl advances her parents' philanthropic passion

Susan Hirsch Wohl discovered the meaning of charitable giving at a very young age.

This self-described "Valley Girl" remembers her parents' emphasis on community service and giving back throughout her life. "I saw in my parents how good it felt, and what wonderful friendships they formed through their work in charity, and I wanted to accomplish the same in my life." Susan's first donation of \$10 from her small weekly allowance was made to honor one of her teachers by planting a tree in Israel. This gave her such a great feeling that made up for inadequacies she felt in other areas of her life.

Susan's mother, Nita Taube Hirsch, was a Holocaust survivor from Poland. Adopted by her aunt and uncle who had her sent to the United

States after the war ended, she felt that her life had been spared so she could honor the memories of her parents by involving herself in community service. Susan's father, Bob Hirsch, came from a religious family in Chicago and met Nita in college at Cal State LA. They were married in 1953 and together created a life of family togetherness and giving back to those less fortunate. They served in leadership capacities in various organizations: Nita with Women's American ORT for 50+ years, and Bob serving on a variety of nonprofit boards from the L.A. Jewish Home, their synagogue and the Alzheimer's Chapter, LA.

The Hirsches' love of philanthropy inspired them to create the Bob and Nita Hirsch Family Foundation. "Over the years, I've become the

COVER STORY

managing director of the foundation — which is the greatest gift my parents have ever given me. The idea that we can make an impact and a difference in an organization, group or individual is extremely gratifying. To me, there's nothing more powerful than being able to donate to a cause or need," says Susan. "It makes you feel so good, and in today's world, there aren't too many things that can give you that sense of purpose in your life."

Susan found herself drawn to support Providence Cedars-Sinai Tarzana Medical Center after her father experienced a terrible fall and had an extended wait in the ER. He was lucky enough to encounter his cardiologist, Dr. Jeff Work, who got the ball rolling for him, and mentioned to Susan that she should look into the ongoing campaign to benefit the Emergency Services Department. Then she had a nice chat with her dear friend Lynne G. Zuckerman, who also recommended getting involved in the campaign. Lynne referred Susan to Adam Pilder, the Foundation's senior philanthropy officer, who was instrumental in establishing a relationship between Susan and the Foundation Board.

"For me, it's all about relationships that I'm fortunate to form with an organization or individual," Susan says. Thanks to Adam, Susan joined the Board and has enthusiastically engaged in fundraising and marketing for the hospital and feels that the entire San Fernando Valley, and beyond, should be supporting the Providence Tarzana Foundation. "Sooner or later, we all will need the hospital, whether it's for ourselves or one of our close relatives or friends," Susan said.

"When you surround yourself with like-minded people, it's a more congenial fit and everyone benefits. We work for the common goal of supporting the hospital and its tremendous and brilliant doctors, nurses and staff," Susan shares. "The Providence Cedars-Sinai Tarzana Medical Center will be a place of great service, saving lives, saving time, providing comfort and peace of mind. Come join me!"



I've also involved my own family in charity and have made it a part of my legacy.



— Susan Hirsch Wohl, Providence Tarzana Foundation donor and board member

YOUR IMPACT

Through your generosity, **\$17,730,913** was raised in 2020 to enhance patient care at Providence Cedar-Sinai Tarzana Medical Center. More than 720 donors made 6,906 gifts.

\$15,000,000

New Pediatric Unit

Combined specialized care for our tiniest patients — including a Pediatric Intensive Care Unit, Neonatal Intensive Care Unit, Labor & Delivery — in one centralized location in the new medical center.



\$450,000

The Mezuzah Project

Enhanced the Jewish Presence at our medical center with the inclusion of mezuzahs, Torah Ark and Torah Scroll for the chapel, Shabbat Elevator and a kosher cabinet within the new patient tower.



\$179,177

Emergency and Preparedness Fund for COVID-19

Provided 75,658 pieces of personal protective equipment and 9,100 meals for our caregivers on the front lines.



Your generosity helped us raise more than \$17 million in 2020. Together, we can continue to bring the best quality care to our neighbors in the San Fernando Valley. We are grateful for your continued support.

— Nick Lymberopoulos, Chief Executive,
Providence Cedars-Sinai Tarzana Medical Center



BOARD OF GOVERNORS

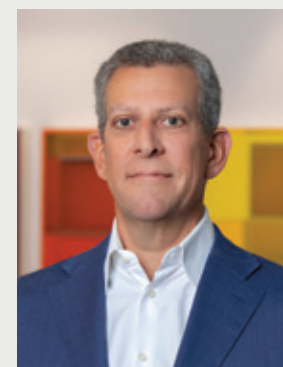
NEW BOARD MEMBERS



Greg Goetzman

Greg Goetzman has been president and CEO of The Goetzman Group, Inc., a finance and accounting consulting firm, for 22 years. He's a Valley native, having attended Notre Dame High in Sherman Oaks, and maintained his Valley roots throughout college by attending California State University, Northridge (CSUN).

"From personal experience, I have seen the tremendous value the hospital offers to the local community." When thinking about giving back, he felt the new Providence Cedars-Sinai partnership was a perfect fit, expanding world-class health care close to home. "Now more than ever," he said, "the community needs our help. The Foundation's fundraising efforts will go far in helping our community elevate their level of care."



Adam Saitman

Adam Saitman is president and CEO at Comet Electric, Inc. His extensive background in electrical construction and design, and diverse knowledge and experience allows for a practical and realistic approach to each project. He's an active member of the National Electrical Contractors Association, and a longstanding supporter of local growth and alumni organizations.

"I believe it's my responsibility to give back to our community and leave the world a better place," he said. A lifelong resident of the San Fernando Valley, he's determined to do his part to ensure our community has top-of-the-line health care.



Keith Wasserman

Keith Wasserman founded Gelt, Inc. in 2008 and has been involved in the acquisition of commercial, industrial and residential properties totaling over \$1.5 billion in assets. In 2017, he added manufactured homes to the growing list of entrepreneurial ventures in which he's involved.

"I was born at Providence Tarzana Medical Center, all three of my beautiful children were born here, and I have deep roots and loyalty to the greater San Fernando Valley and specifically Tarzana," he shared. "Ever since I was young my parents instilled in me the value of giving back or doing 'tzedakah.'"

NEAR-DEATH EXPERIENCE REINFORCES THE NEED TO GIVE

An opportunity to serve and donate

Adrian Stern drove to California in his Ford Pinto after graduating from the University of Michigan. Today, many years later, he's a partner at a prominent CPA firm, a real estate developer and a professor at USC law school. He believes the Valley is the land of opportunity and a wonderful place to raise his four daughters. Like many in our community, his first interaction with the medical center was on a fairly routine basis. His second daughter was born at the hospital.

He became friends with Patty Williams, the fundraising director at the time, when the firm first got involved to support the Foundation's efforts. Soon, however, his philanthropic relationship with the hospital became an extremely personal one due to a severe illness.

"I sit here today only because of the extraordinary efforts from the people at Tarzana. My survival hung by a thread at one point," said Adrian whose complete recovery from COVID-19 was nothing short of miraculous. "The doctors and nurses did a phenomenal job."

Adrian didn't see his family for two months while hospitalized and during that time the caregivers became his surrogate support system. "The nurses would hold my hand just so I had some human contact

because I couldn't see anybody else." He continued, "They supported me in ways that were extraordinary. That is the culture of the hospital. And they did extraordinary things for my wife when I wasn't able to talk to anybody." Caregivers at Providence Cedars-Sinai Tarzana Medical Center spoke to Adrian's wife every day while he was in their care. His wife said she could deal with everything as long as she knew what was going on. "If I wasn't sure about supporting the hospital before, I'm very sure now," stated Adrian.

This firsthand experience confirmed for Adrian that Tarzana is here for us and we need to partner with them. "By donating to the *Reimagined* project, we can take care of each other as a community. The new patient tower will let the Providence Cedars-Sinai Tarzana team continue their enduring legacy in the San Fernando Valley," he said.

Adrian is the current co-chair of the Real Estate Committee at Providence Tarzana Foundation. He enjoys his public role, but he gives because it is the right thing to do. "It is an honor to have an opportunity to serve, and a bigger one to donate and support the mission of Providence. It's important to support the hospital because it is an irreplaceable community asset we all benefit from."

Adrian Stern, co-chair of the Foundation Real Estate Committee, has recovered from a severe case of COVID-19





PLANNED GIVING

YOUR LEGACY SAVES LIVES THROUGH COMPASSIONATE CARE

We know how much you care for your loved ones and the peace of mind that comes in keeping your will and trust up to date. Providence Cedars-Sinai Tarzana Medical Center can also benefit from your planning. A gift in your will and trust creates a lasting and personal legacy and helps us serve others. Here are a few of the benefits of a bequest:

Giving through your will or living trust

Your gift will have a significant impact.

- Direct your bequest to any area of Providence Cedars-Sinai Tarzana Medical Center and create a legacy that will help us keep pace with advances in health care innovations and technology while responding to the unique needs of our community.

A bequest is flexible.

- You can use a wide range of assets to make your gift and create a highly personalized plan.

You control your assets.

- You can modify your bequest if your situation changes.

A charitable bequest may minimize estate tax.

- If you are subject to estate tax, a charitable bequest could reduce the amount of estate tax paid. Additionally, some assets, such as retirement accounts, are heavily taxed when left to heirs and may also trigger an estate tax. A charitable gift funded with these assets bypasses taxation and gives your legacy maximum impact.

The value of a blended approach to giving

Gifts of cash and property also help to further the mission of Providence Cedars-Sinai Tarzana Medical Center. Combination gift options can make your giving go even further. With a blended gift strategy, you can see the impact of giving today and continue your commitment to our mission in the future.

Learn more about planned giving

To learn more about creative ways that benefit you and our mission, please contact Joe Ward, executive director of planned giving, at 310-793-8117 or Joseph.Ward@providence.org.



50 FOR 50 BEQUEST INITIATIVE

As we embark on our 50th anniversary, we want to reaffirm our commitment to the community. While there is much to celebrate, there is still more work to be done and we cannot do it without you. Our hospital is making long-term plans to build on our community's legacy of philanthropy to meet our community's needs for the next 50 years. To build on our community's legacy of philanthropy, Providence Tarzana Foundation invites you to join our 50 for 50 Bequest Initiative.

We are looking for 50 philanthropic leaders to commit to a bequest for Providence Cedars-Sinai Tarzana Medical Center — 50 leaders celebrating 50 years of service. A bequest is a gift of assets, such as stocks, bonds or real estate through the provisions of a will, estate

plan or through designated retirement account assets. These bequest intentions will not only help us continue to offer exceptional care close to home, but they will also help us fulfill future priorities while creating a lasting legacy for you and your family.

For more information about the many ways of including Providence Cedars-Sinai Tarzana Medical Center in your will or trust, or to document estate plans you have already made for the medical center, please contact:

Matt Rinnert, chief philanthropy officer, at 818-757-4385 or Matt.Rinnert@providence.org.

Joe Ward, executive director of planned giving, at 310-793-8117 or Joseph.Ward@providence.org.

Construction gets underway on
the new Providence Cedars-Sinai
Tarzana Medical Center



FUNDRAISING UPDATE

TOWER TO BE COMPLETED IN 2022

Reimagined campaign to raise \$75 million
in support of new tower

It's happening. Providence Cedars-Sinai Tarzana Medical Center, the single largest health care construction project in the history of the San Fernando Valley, is taking shape. Our new medical campus will soon offer increased access to quality health programs and services for more people in our community just as we all dreamed.

There were many challenges last year. They were historic hurdles, really. But despite that, we continued our steady progress and are happy to report that we remain on track to construct a leading-edge new patient tower that will dramatically enhance our ability to care for our community for generations to come.

The new lobby's structural steel framework has been completed and crews have started to pour the foundations. With the new design, all entrances will be consolidated in the new lobby so patients and staff can be welcomed and guided in their visit. The Emergency Department located in the new patient tower will retain a separate entry point for emergencies. The crews are now working on building out each of the floors in our new patient tower with drywall installation starting in May 2021. Our construction team plans to complete the new patient tower by late 2022 and our new lobby in the early summer. The hope is that we would move patients from the current patient tower to the new tower in January 2023.

Our architecturally innovative tower will serve our patients with all-private patient rooms. Eventually, the hospital will be equipped with five new advanced operating rooms in Building #3 including one hybrid operating room. This will more than double the size of our Emergency Department to better serve our community. These new operating rooms are in addition to the six ORs, two C-Section Operating Rooms and two Cardiovascular Operating Rooms we currently have.

The Tarzana *Reimagined* project also includes a suite of seismic upgrades. Our crews continue to work to move us closer to our goal of completing all our extensive seismic retrofitting projects in 2021.

Combined with expanded programs and services and staffed by our highly skilled and compassionate medical professionals, the new hospital will truly be a destination medical center. To make that vision a reality, the Providence Tarzana Foundation launched the *Reimagined* campaign to raise \$75 million in support of the new patient tower. Thank you for sharing our vision for Tarzana's brightest possible future.

**To learn more or to make a donation,
please visit us at tarzanafoundation.org.**

GIVING MATTERS



18321 Clark St.
Tarzana, CA 91356

Pre-Sorted
First Class
U.S. Postage

PAID
Permit #4554
Santa Ana, CA

**Please make a
donation today**



Your donation can provide life-saving care to our community. Please visit tarzanafoundation.org/givingmatters and make a donation.

REAL ESTATE COMMITTEE 2021 CALENDAR

The Real Estate Committee meets quarterly to network and grow professionally, socially and educationally, while raising funds to support the Providence Cedars-Sinai Tarzana Hospital. Members include leaders in the Los Angeles commercial, residential and financial real estate industry.



TUESDAY, MAY 18

8:00 - 9:30 AM

Speaker: TBD

Tax and Changes to the Tax Code



TUESDAY, OCTOBER 19

8:00 - 9:30 AM

Speaker: Matthew Fienup, PhD

Executive Director, Center for
Economic Research & Forecasting;
Assistant Professor, Economics

To learn more about the Real Estate Committee or our events, please contact Adam Pilder, senior philanthropy advisor, at Adam.Pilder@providence.org.