

## Annual Fall Gala Big Success!



Basket Donated by  
ICU/Respiratory employees

The Third Annual Fall Gala to benefit Broadlawns Medical Center was held on Friday, October 8, at the Renaissance Savery Hotel. Approximately 280 guests attended the event and enjoyed an evening of wine tasting, dinner, and live and silent auctions. It was a very special and surprising evening for Broadlawns CEO, Susan Hunsaker, who was honored for her 40 years of service in healthcare. The event also celebrated Broadlawns 80<sup>th</sup> Anniversary of service to the community. Birthday cake topped with sparklers was served for dessert.



Broadlawns Medical Center Foundation  
2004 Fall Gala Co-chairs  
Julie Harris and Kathy Beaty

One live auction item that brought top dollar was a trip for two to Chicago which included airfare, tickets to *Oprah*, and overnight accommodations at the Sheraton Inn. Popular additions to the silent auction were the 25 theme baskets donated by Broadlawns employees. Values of the baskets ranged from \$40 to \$500, and sported such creative themes as *Bedtime Basket*, *Monday Night Football Basket*, *Wishing I was Fishing Basket*, *Ethnic Italian Cooking Basket*, *Total Wellness Basket* and much more!

A record total of \$68,000 was raised from the Fall Gala! A special thank you is in order to the co-chairs of the fall gala, Kathy Beaty and Julie Harris.

### Combined Giving Campaign Showcases Generosity of Employees

The theme for the annual Combined Giving Campaign at Broadlawns Medical Center was ***Pediatrics Clinic Extreme Makeover***. The Campaign was designed to give employees an opportunity to support the Medical Center, United Way, and/or Iowa Shares with their financial resources or PTO hours based on the 2005 calendar year.

This year, approximately 20% of Broadlawns employees committed a record \$54,249 in cash, pledges, and PTO hours to the Combined Giving Campaign (includes gifts to United Way, and Iowa Shares)! That's about \$10,000 more than last year. The support raised for Broadlawns will go toward purchasing new examination tables and other child-friendly equipment for the Pediatrics Clinic, as well as to other designated areas of the hospital.

Broadlawns is proud of the employee's financial contributions and their every day commitment to serving the medical needs of the community.

## Contact Us

Call Rita Ullestad at (515) 282-5755 to:

- Learn more about giving opportunities to benefit Broadlawns Medical Center Foundation, or to make a gift
- Schedule a Broadlawns Medical Center Foundation representative to come and talk to a group about the exciting role Broadlawns Medical Center plays in the community or ways in which an organization can help by giving
- Schedule a tour of the Broadlawns facility

**To give of your time by volunteering at Broadlawns Medical Center, call Mary Novello at (515) 282-5602.**

**To join the Broadlawns Medical Center Guild, call (515) 282-2500.**

*"We make a living by what we get, but we make a life by what we give."*

Winston Churchill

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## Julie Harris Elected Chair

Julie Harris is a person who proves the old saying, "If you want to get something done, ask a busy person to do it." In December, Julie became chair of the Broadlawns Medical Center Foundation Board, a role held by Dave Merritt since the Foundation was formed three years ago. Julie co-chaired the 2004 Fall Gala and has been a dedicated board member. As a First Vice President at LaSalle Bank, on any given day Julie can be found navigating a schedule that takes her from her clients' boardrooms, to community service lunches, to church meetings and back home in time for dinner with her husband and two children.



"I am very pleased to step up my commitment to the Foundation," said Julie. "Dave Merritt has been such a strong and positive force. I am fortunate to follow in his footsteps, with an organization that is poised to succeed."

Between meetings recently, Julie took a moment to outline her vision for the Foundation and the board's plans for 2005. To date, the board and staff of the Foundation have focused on developing the organization and gaining community awareness. Julie believes the Foundation is ready for the next step. Recruiting major donors is the first priority on her list.

"We want to take our message to businesses, philanthropic organizations and community leaders in Central Iowa," said Julie. "We have a strong mission statement, a proven record of raising money and a history of spending it wisely. It is time for us to recruit major donors to raise funds for Broadlawns."

The board has identified one hundred potential donors, who the board will call on in forthcoming months to fund the most urgent capital needs of Broadlawns Medical Center. Another priority for 2005 will be to grow the membership of the Foundation board and its Chairman's Council. At the end of her term as Chair, Julie hopes to look back and see that in addition to raising money, that Central Iowans better appreciate why Broadlawns Medical Center is so important to our community. Those who know Julie have little doubt she will accomplish all she sets out to do.

The New Year also marks the end of Kathy Beaty's term on the Foundation board, where she has served as Vice Chair. Those who know Kathy appreciate how tirelessly she has worked on behalf of the Foundation. As her co-chair for the 2004 Fall Gala, Julie Harris attributed the success of that event to Kathy's commitment, hard work and leadership. In order to focus on major donors in 2005, the Foundation will hold its next Fall Gala in 2006. "You can be sure we'll seek Kathy's advice planning the 2006 Fall Gala," said Julie Harris.

BROADLAWNS MEDICAL CENTER **FOUNDATION**

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