

Fiscal Year **2023**  
*Annual Report*



*Real change lives here*

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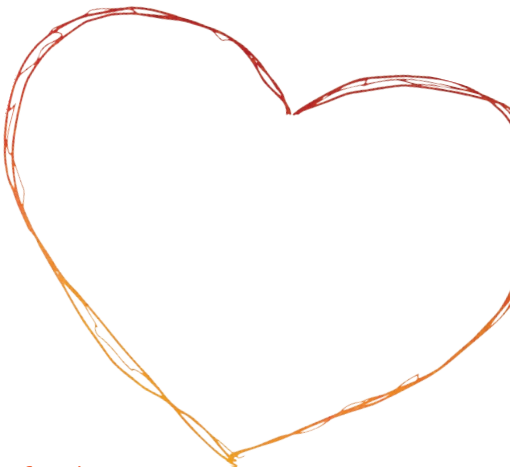


*Real change lives here*

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## A Message from our Leadership



When you see how our care impacts the lives of others, you see your impact.

At Piedmont, we believe every patient deserves safe, high-quality care close to home. Your generosity is an integral part of "The Piedmont Way." It empowers us to treat our patients and their families with the compassion, courtesy, and respect we are renowned for. In this year's issue of Piedmont Healthcare Foundation's Annual Report, you will find details on just a few of the ways that your philanthropy has played a role in creating a one-of-a-kind experience for everyone who walks through our doors.

Your gifts are as important now as ever, and we are grateful to have you as a partner. In this report, we celebrate you and the impact that your generosity is making on patients and their families. Thanks to you, Piedmont has been able to:

- Deliver personalized heart care to women for more than 10 years.
- Grow Piedmont Transplant Institute into one of the largest abdominal transplant programs in the country.
- Offer free screening and diagnostic breast imaging and testing to uninsured patients.
- Provide financial assistance to over 500 patients in need.

Your philanthropic support has been a driving force in transforming the work we do. We are honored that you've trusted us to make every dollar count towards improving the lives of those in your community. Together, we are creating a stronger, healthier Georgia.

**Kelly Kerner**  
President, Chief Philanthropy Officer  
Piedmont Healthcare Foundation

**Lillie Axelrod**  
Board Chair  
Piedmont Healthcare Foundation



## Piedmont Healthcare Foundation Welcomes New Chief Philanthropy Officer



On April 5, the Piedmont Healthcare Foundation excitedly welcomed Kelly Kerner as our new President and Chief Philanthropy Officer. Prior to joining Piedmont, Kelly served as Vice President for Development and Alumni Relations and Executive Director of the University of Georgia Foundation.

At UGA, he worked with the university President to set the university's philanthropic objectives for increasing the endowment and annual support and strengthening relationships with the university's top donor prospects. He also served as the primary contact with the university's Board of Trustees and oversaw a team of more than 250 development/alumni relations professionals and support staff. His tenure at UGA began in 2014. Before joining UGA, Kerner served in various roles in development offices at small colleges in the Northeast.

"We are excited to have Kelly on board, as he brings a wealth of experience and knowledge of the Georgia philanthropic community," Piedmont Healthcare President and CEO Kevin Brown said. "From the Marcus Tower to grateful patient initiatives, philanthropy plays a critical part of Piedmont's mission to provide high-quality, patient-centered care close to home."



Scan here to learn more about Kelly and his vision for the Piedmont Healthcare Foundation.

## 2022 Community Impact Report

As a non-profit, our laser focus on financial stewardship is what makes exceptional care possible. To deliver the highest quality and safety along with the most patient-centric care, we must act as careful stewards of our resources. The stronger and more stable we are as a system, the better we can serve our community, which remains our top priority.

The Community Impact Report highlights the myriad ways Piedmont, as a non-profit health system, and its members make a positive difference in every life we touch in the communities we serve across the state.



Scan here to view the report.

### Piedmont Healthcare Foundation Board of Directors

Kevin Brown, CEO - Piedmont Healthcare Inc.  
Russell M. Richards, Chairman  
Lillie Axelrod  
Stephen Berman  
William Blincoe  
Sarah B. Brown  
Charles W. Cary (Bill)  
Lauren Castellucci  
Mark Cohen, M.D.  
Nick Donkar  
Jeremy Ellis  
Cindy Ferguson  
Thomas Lovell Fleetwood

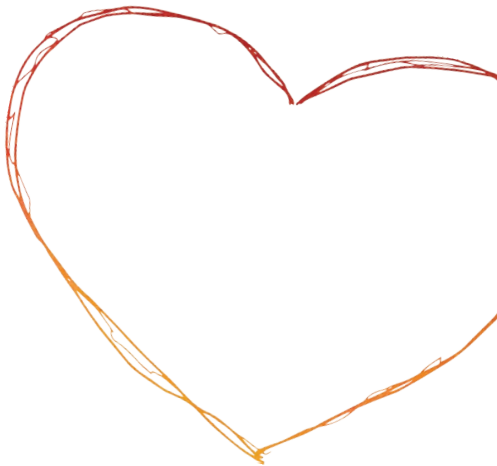
Thomas H. Hawk, III  
Christopher Hohlstein  
Luis H. Izquierdo  
Vicki Kaiser  
Lee Katz  
Jane Lanier  
Lynette Mathis  
Allen Meadors  
Maitena Moure  
Carter D. Pope  
Allison Powell  
Denise Smith  
Vicki Turner

### Piedmont Healthcare Foundation Staff

Kelly Kerner, President and Chief Philanthropy Officer  
Susan Berkowitz, Foundation Coordinator and Researcher  
Greg Boone, Foundation Operations Specialist  
Jessica Davis, Manager, Prospect Development  
Candace Ellis, Waters Pavilion Liaison  
Erica Harris, Director, Major Gifts  
Julie Hiland, Foundation Database Administrator  
Trey Joyner, Program Director, Finance and Operations

Anna Johanson McConnie, Director Business Operations & Grants  
Kelly B. Loftin, Executive Director  
Andrea Mendez, Director, Major Gifts  
Katharine Ogburn, Senior Donor Relations Specialist  
Caitlin Still, Director of Annual Giving, Grants, & Communications  
Morgan Turner, Philanthropy Officer  
Steven Wagner, Principal Gifts Officer

# Piedmont Healthcare Foundation By the Numbers



## Dollars Raised

**\$12,240,423**

Total Raised

**4,704**

Total Donors

**\$388,319**

Total Given by Employees

**\$5.63**

Return on Investment

## Where you gave:

- Rural Tax | \$2,951,421
- Oncology | \$2,553,072
- General | \$1,603,986
- Neurosciences | \$1,558,675
- Women's Services | \$832,081
- Cardiovascular | \$765,477
- Other | \$450,376
- Transplant | \$413,836
- Auxiliary | \$248,963
- Rheumatology | \$241,000
- Emergency Department | \$181,461
- Pancreas | \$138,966
- Sixty Plus | \$111,294
- Respiratory | \$78,867
- Wound Care | \$43,643
- Staff Support | \$29,248
- Fitness Center | \$15,587
- Brain Tumor | \$12,470
- Orthopedic | \$10,000

## Philanthropic Impact

**\$14,110,278**

Total Philanthropy Spent:

## Community Program Impact

### Sixty Plus Older Adult Services

- 2,255+ client referrals
- 65+ dementia caregiver support groups
- 12 community presentations

### Piedmont Cancer Wellness

- 15,000+ Cancer Wellness clients served
- 500+ Support groups hosted

## Where Dollars were spent:

- General | \$4,924,107
- Women's Services | \$3,964,107
- Oncology | \$1,738,204
- Neurosciences | \$1,258,202
- Cardiovascular | \$669,397
- Auxiliary | \$360,816
- Sixty Plus | \$307,436
- Staff Support | \$239,991
- Transplant | \$199,727
- Sharing Club | \$192,476
- Emergency Department | \$100,844
- Brain Tumor | \$34,734
- Pulmonary | \$26,300
- Pancreas | \$21,258
- Wound Care | \$18,640
- Other | \$39,225
- Orthopedic | \$14,813

# Celebrating 10 Years of Women's Heart

For ten years, the Piedmont Women's Heart Program has empowered women with or at risk for cardiovascular disease to lead healthier, longer lives by offering a supportive environment to connect with others and access exceptional holistic cardiovascular care attuned to their unique needs.

The Women's Heart Program launched in 2013 at Piedmont Atlanta with a proactive approach to long-term heart health and wellness by providing custom heart screenings and creating a clinical team focused on female cardiac care. The screening program, designed specifically for women, goes well beyond what you'd get at a normal checkup and gives patients a detailed report with recommendations to keep their hearts healthy. It also helps to identify coronary artery disease earlier, allowing our clinical team to start patients on an appropriate medical and lifestyle modification regimen much earlier to improve long-term outcomes.



After a few years, the Women's Heart clinical team expressed concerns that their female cardiac patients had unmet needs, and patients seemed to share this sentiment. Through a survey and phone interviews, the team collected responses from over 100 women in the Piedmont community with a history of heart disease. The results validated physicians' concerns and highlighted several opportunities to provide more holistic cardiac care. And it was these opportunities that led to the launch of the Dottie Fuqua Women's Heart Support Network. This holistic wellness program aims to prevent the onset and support those with cardiovascular disease through high-caliber education and wellness coaching.

Thanks to the generosity of our donors, the Women's Heart Support Network's services are free, ensuring access to good heart health is barrier-free. A generous gift from the J.B. Fuqua Foundation helped establish the Support Network in Atlanta in 2017, and Vicki and Tommy Turner's support helped expand the Network to the Fayette and Newnan communities in 2019. Piedmont relies on donor support to continue providing Women's Heart Support Network services and to grow into all of Piedmont's communities. Since 2013, the Women's Heart

"As the Medical Director, I deeply appreciate the entire team of people – from coordinators to physicians to philanthropic donors – that it takes to make this program a success and look forward to achieving much more together in the years to come."

– Dr. Jyoti Sharma

Program has made a positive difference in the lives of over 12,000 women, provided more than 3,000 heart screenings, expanded to what will soon be 10 locations across Georgia, and now averages hundreds of women engaging in our Women's Heart Support Network programs each week.

Looking to the future, with the generous support of our donors, the Women's Heart Program will empower women experiencing heart disease by continuing to expand our clinical and community support networks to ensure all women have an opportunity to nourish, flourish and thrive.



Scan here to support the Women's Heart Program

# Donor Spotlight



## Nick and Lauren Donkar

In 2006, hours after Lauren Donkar had just delivered her first child, her liver ruptured. She was rushed to Piedmont Atlanta, where she and her husband, Nick, learned she would need a liver transplant to survive. Lauren underwent not one but two life-saving liver transplants at Piedmont.

The Donkars were grateful for Lauren's extraordinary care at Piedmont and launched the Chipping in For Life Golf Tournament as a way to give back. The couple hosted the tournament to raise funds for the Piedmont Transplant Institute and the Georgia Transplant Foundation. The annual tournament raised more than \$73,000 for Piedmont during its 5-year run. And even after the family moved to California, Lauren returned to Piedmont every year for her transplant follow-up care.

Sixteen years after Lauren's transplant, it was Nick who found himself in the care of Piedmont's clinicians. "Upon my diagnosis of a blocked artery, the cardiology group at Piedmont performed a triple bypass in March 2022," says Nick. This experience further cemented the Donkar's already long-standing relationship with Piedmont. "Lauren and I wanted to provide financial support to ensure that the top-notch care we received from the transplant and cardiology teams was available to others in the Atlanta community."

Today, you can find the Donkar's splitting time between their daughter's swim meets and soccer tournaments, donating time at the Marist School, or cheering on the Georgia Bulldogs in Athens. Nick also recently joined the Piedmont Healthcare Foundation Board of Directors. The Donkars are passionate about making philanthropy a core family value. "We as a family live by the creed of 'first you learn it, then you earn it and then we return it.'"

**Piedmont is grateful for the Donkar family's continued support of Piedmont, which helps ensure we can provide life-saving heart and transplant care to patients in need.**



# It's the Journey and Piedmont: A 14 Year Partnership



Founded in 2002, It's the Journey (ITJ) engages Georgia's breast cancer community to increase access to care and reduce disparities in cancer outcomes. Since 2009, ITJ has partnered with Piedmont Healthcare by supporting cancer programs across the System. These programs include the PINK Program at Piedmont Atlanta Hospital, offering exercise and wellness coaching to Breast Cancer patients; genetic testing and counseling related to hereditary breast cancer risk for uninsured patients; support for an additional Oncology Social Worker at Piedmont Fayette Hospital; screening and diagnostic breast imaging and testing for uninsured patients at five of Piedmont's Hospitals (Piedmont Newnan, Fayette, Mountainside, Newton, and Henry).

Over the years, ITJ's support of these Piedmont programs and initiatives have impacted the lives of over 3,000 breast cancer patients across the state of Georgia.

"It's the Journey's partnership has been an important resource to Piedmont's Oncology program for many years. With their support, we have been able to reach thousands of patients who otherwise may not have received these services. We are forever grateful!"

– Amanda Eppolito, Manager of Genetic Counseling



**3,053**  
patients  
served

**7**  
Piedmont  
hospitals  
awarded  
grants

## Donor Spotlight

### McCarthy Building Companies, Inc.

For nearly 160 years, McCarthy Building Companies, Inc. has proudly been a community builder. As employee-owners, their commitment extends far beyond the projects themselves; they focus on building lasting relationships with local trade partners and craft professionals. And most of all, giving back to their neighbors and the communities they live in and serve.

McCarthy's first project with Piedmont was the Emergency Department expansion at Piedmont Newton in 2017. Since then, McCarthy has worked on multiple projects at Piedmont and has become a donor to the Piedmont Healthcare Foundation.

Giving back is a foundation of McCarthy's employee ownership culture. A foundation that is clearly demonstrated through the McCarthy Heart Hats® national community engagement program that has donated more than \$20 million and thousands of hours of volunteer time since its inception in 2005.

And in 2021, when one of their own was diagnosed with breast cancer, they launched the McCarthy Pink Ribbon Classic Golf Tournament. "I was treated at Piedmont Hospital," says Maureen Gilbert, the Atlanta Senior Business Development Manager for McCarthy. "They have a phenomenal team of supporters for their cancer patients. Despite the circumstances, they made it a much more calming experience from the doctors to the support team and everyone in between."

Due to their strong relationship with Piedmont and the life-changing, high-quality healthcare Maureen received, McCarthy decided to donate the tournament proceeds to the Doris Shaheen Breast Health Center at Piedmont Atlanta. The Center offers comprehensive breast services, including screening and diagnostic mammography, stereotactic and ultrasound-guided core biopsies, and breast MRI -- aimed at achieving early diagnosis and optimal treatment for breast cancer.

**Piedmont is grateful for our partnership with McCarthy and deeply appreciates their continued philanthropic support of our programs.**





# Piedmont Helping Patients

At Piedmont, our patients are the heart of everything we do. We strive to ensure that everyone who walks through our doors receives exceptional, holistic care throughout every aspect of their treatment.

**As a part of this mission, our team recognizes that the patient experience does not begin and end on the threshold of our doorstep.**

For many patients—especially those receiving critical care—there are significant costs associated with their clinical treatment, including transportation, at-home medical equipment, and nutritional and medicinal supplementation. These costs can create barriers to care for patients that are unable to fulfill the financial obligations associated with their care. At Piedmont, we believe that every patient deserves access to world-class care, no matter their socioeconomic status. Thanks to the generosity of our donors, we have created several Patient Assistance Funds to support our patients in their time of need and alleviate some of the financial burden associated with their treatment. To date, these funds have supplemented the cost of treatment for nearly 500 Piedmont patients. The following stories highlight just a few of the individuals these funds have benefitted:

“Ms. X is a patient that was diagnosed with Glioblastoma over two years ago. She can no longer work due to impairments caused by her diagnosis, and is therefore on short-term disability, which only provides her with half of her regular income. As a result, she is struggling financially. For her radiation treatments alone, Ms. X has had to travel to Piedmont Newnan over 30 times. In addition, she is required to visit a neuro-oncologist in Atlanta regularly as part of her treatment plan. Thanks to the Swope Oncology Patient Assistance Fund, Ms. X has been provided with some financial relief during a time that is already difficult for her and her family.”

“Ms. K is a 77-year-old patient who lives alone in senior subsidized housing in downtown Atlanta. She was recently diagnosed with stage IV stomach cancer after already having survived colon cancer. A fiercely independent person whose only child lives in California, Ms. K. has always gained self-worth by maintaining her own finances. After her diagnosis, Ms. K has felt the heavy financial burden of the co-pays and transportation costs associated with her treatment. Thanks to the Dana G. Smith Cancer Assistance Fund, Ms. K was able to pay off her debts and not worry about losing her housing and utilities. Upon being notified of receiving assistance, Ms. K. cried tears of joy.”

“Ms. G. was feeling unwell and went to a Piedmont emergency room, where she was diagnosed with metastatic carcinoma. Within days, she underwent two craniotomies and had to stop working. Because of her socioeconomic status, Ms. G. also had no insurance at the time of her hospitalization. During the same hospitalization, her abusive partner also moved out of the home, and stopped assisting with bills. The first time a social worker met with Ms. G to review financial documentation, the social worker noted that when checking her bank account, Ms. G. seemed elated to find that she had two dollars, as she thought she was in the negative.

“I have never seen anyone so happy about two dollars. It broke my heart. She remained positive, sweet, and appreciative, and was thankful for any help, big or small.”

- Piedmont Social Worker

# Donor Spotlight

## Dr. Jeffrey Nugent

For Jeffrey Nugent, M.D., his Piedmont journey started in 1975 when he came to the hospital as an orthopedic surgeon just starting out in his career. A dedicated and hardworking individual, he quickly became synonymous with high-quality care and his vision for the future of Piedmont Hospital. While caring for thousands of patients during his tenure as a physician at Piedmont, he also served on the Piedmont Board of Directors, acted as an officer of the medical staff, and helped to establish the former Piedmont Healthcare Organization and Piedmont Clinic. When it came to establishing his legacy after his career at Piedmont, Dr. Nugent knew exactly where to turn to—Planned Giving.



“I have always been proud of the continuing culture at Piedmont of putting the patient first,” Dr. Nugent says, “That’s been something that has always been the case ever since we started in 1905, and I want my legacy to be a part of continuing this culture.”



Scan here to learn more about Dr. Nugent's story.

# Legacy Giving

Making your planned gift to Piedmont can be a rewarding and meaningful way to contribute to the future of health care in Georgia. When you include Piedmont in your estate plan, your generosity makes a positive difference in every life we touch for generations to come.

Piedmont is dedicated to making the planned gift process easy and seamless. Whether your estate plans include beneficiary designation, bequests, charitable gift annuities, charitable remainder trusts, IRA charitable rollover or other planned gifts to Piedmont, the Foundation is here to empower you to discover what your legacy looks like.

**Please contact Erica Harris at 404.605.2130 or [erica.harris@piedmont.org](mailto:erica.harris@piedmont.org) and we will assist you and your attorney in the planning process.**

# Special Fundraising Events

Piedmont Healthcare Foundation partners with many of our local hospitals to host fundraising events for their communities. These special events benefit the local hospital's services and programs, ensuring that dollars raised in that community stay in that community.

In FY23, the Foundation helped host 9 events across our hospital communities, raising more than \$505,000!

## Fiscal Year 2024 Events Calendar

Piedmont Walton  
*Cookout for a Cause*  
September 29, 2023

Piedmont Atlanta  
*Angels on Earth*  
February 29, 2024

Piedmont Fayette  
*Drive to End Cancer Golf Tournament*  
October 2, 2023

Piedmont Fayette  
*Celebration of Care Gala*  
February 10, 2024

Piedmont Henry  
*Golf Tournament*  
October 16, 2023

Piedmont Mountainside  
*Breast Cancer Thrive 5k*  
April 2024

Piedmont Rockdale  
*Turkey Breast Trot*  
November 4, 2023

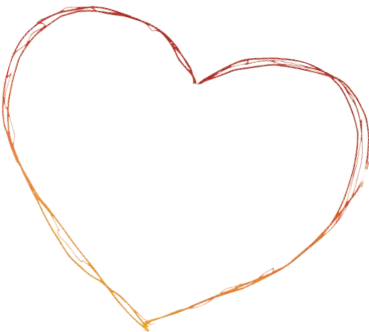
Piedmont Newton  
*Concert for Cause*  
April 20, 2024

Piedmont Newnan  
*Soiree*  
November 17, 2023

Piedmont Henry  
*Starry Nights Gathering*  
April 27, 2024

Fiscal Year 2023

*Donor List*



At Piedmont, the communities we serve rely on your generosity. You are the reason we can provide everyone with the care they deserve. And you are the reason we can continue transforming healthcare.

Together.

As a donor-supported health system, and on behalf of your fellow Georgians, **we say thank you.**

Scan the QR code to view our 2023 Donor Lists or visit **[give.piedmont.org/2023](https://give.piedmont.org/2023)**.

